PRSSA MEMBERS ATTEND NATIONAL CONFERENCE IN AUSTIN, TX
by Madison Richards

This past October, Manhattan College's chapter of the Public Relations Student Society of America (PRSSA) sent two of its executive board members--Isabelle Battin, President, Manhattan College PRSSA, and Madison Richards, Vice President, Manhattan College PRSSA--to attend the PRSSA's national conference in downtown Austin, TX. As Austin is a hub for culture and innovation, the theme of the conference was the "Art of PR." All of the conference events intertwined the role of public relations with aspects of diversity and modernization.

The conference hosted numerous professional panels and leadership development workshops. Panels included notable guest speakers from SXSW, HomeAway, IBM Global Business Partners, and A Step Ahead Consulting and Coaching. The speakers addressed prevalent topics in the public relations industry, such as event speaking, crisis management, and personal branding. In addition, leadership development workshops identified and targeted common issues that PRSSA executive boards face when managing their chapter.

Isabelle Battin, Manhattan College's Chapter President, felt excited for her career as a future public relations professional after attending the conference.

"Being surrounded by hundreds of college students that have similar dreams and aspirations as you is an amazing thing. I am extremely grateful for this opportunity that has prepared me for my role as Chapter President and a future public relations professional," said Battin. "However, none of this would have been possible without the continuous support and generosity of the communication department here at Manhattan College."

Isabelle Battin, President of MC PRSSA and Madison Richards, VP, in Austin, TX.

Ultimately, the two members gained valuable insights from professionals in their field, and made connections by networking with other chapter members. They plan to impart the lessons they learned to members that could not attend, and implement the advice they received to better manage their own chapter at Manhattan College.

The next PRSSA national event is the national assembly in spring 2019. In preparation for this event, Manhattan's chapter is organizing fundraising efforts to ensure their representation. •