

COMMEX

ALASKA COMMUNICATORS EXCHANGE

September 14 & 15, 2017

Dena'ina Civic & Convention Center, Anchorage, Alaska

www.prsaalaska.org/commex

Thursday, September 14

- 8 – 8:45 a.m. PRSA Member Orientation
New to PRSA Alaska? Need a refresher on PRSA member benefits and opportunities available to you? Interested in joining? Join us for an overview of the benefits available to you as a member of PRSA Alaska. Learn how to use your membership to the max, including an overview of online resources, professional development, networking, volunteer and mentorship opportunities, and more! Food will be provided!
- 8 – 9 a.m. Registration
- 9 - 9:15 a.m. Welcome remarks
- 9:30 - 11 a.m. Keynote workshop
Featuring Duncan Wardle, Independent consultant and former Vice President of Innovation & Creativity for the Walt Disney Company
Thinking Differently: How to take on challenges in new and different ways that deliver tangible results
- 11:30 a.m. - 12:45 p.m. Lunchtime presentation
Let's Think Diversity!
Ana Toro, MA, APR, Fellow PRSA
Chair, PRSA National Diversity & Inclusion Committee
- 1 - 2 p.m. Keynote panel
Ethical communications in the era of alternative facts and fake news: The professional's responsibility
Moderator: TBD
Panelists:
• Michelle Egan, APR, Fellow PRSA
• Nance Larsen, APR, Fellow PRSA
• Vivian Hamilton, APR, Fellow PRSA
- 2:15 – 3:15 p.m.
Track One: Andrew Cassel, Multimedia Coordinator, University of Alaska Fairbanks
GIFs, Memes, and BuzzFeed: Creating fun and engaging content
- Track Two: Alison Gaulden, APR, Reynolds School of Journalism, University of Phoenix
Taking the cry out of crisis
- 3:30 - 4:30 p.m.
Track One: Blythe Campbell
Modern Ghostwriting: Helping senior leaders communicate authentically in any medium
- Track Two: Kristin Helvey, APR, President/Principal, Helvey Communication
What's the plan, Stan? PR's role in strategic planning

Friday, September 15

- 7:30 - 8 a.m. Registration
- 8 - 8:15 a.m. Welcome remarks
- 8:30 - 9:30 a.m. Keynote presentation
The legacy of ethics
Ms. BJ Whitman, APR, Fellow PRSA
- 9:45 - 10:45 a.m.
Track One: Leona Long, Public Information Officer, University of Alaska Fairbanks College of Rural and Community Development
Lessons learned in Rural Alaska storytelling advocacy
- Track Two: Kate Blair, Government and Public Affairs Manager for Alaska, Tesoro
Your 2017 To Do list: Build your personal brand, make meaningful connections, and advance your career
- 11 a.m. – noon Media panel
Digital Editors and the Growing Role of Online News-gathering and Reporting
Moderator: TBD
Panelists:
• Print journalist TBD
• Television journalist TBD
• Radio journalist TBD
• Digital/social journalist TBD
- 12:15 – 1:30 p.m. Luncheon keynote
New Road Map with New Rules
Matthew Felling, Vice President, Hill+Knowlton Strategies, Washington, D.C. office
• Evolution of best practices
• Managing up: Bringing your clients into the 21st century
• Adapting to thrive, not just survive
• New tools, new opportunities, new challenges
• Short messages, big thinking
- 1:30 - 2 p.m. Break
- 2 - 3 p.m.
Track One: Tim Sullivan, Jr., External Affairs Manager, Alaska Railroad, and Sarah Erkmann Ward, APR, External Affairs Manager, Alaska Oil and Gas Association
An ounce of prevention: Building constituencies and consensus through government relations
- Track Two: Jamie Boring, Executive Director, Anchorage Downtown Partnership (invited)
Build your brand with engaging events that don't break the bank
- 3 - 4 p.m.
Track One: Willis Lyford, Strategic Counsel, Brilliant Media Strategies
The Art of Persuasion: Fundamentals of running successful campaigns when it's all on the line
- Track Two: Clara Sanderson, Senior Public Relations Officer, ARC of Anchorage
Tips for effective non-profit engagement
- 4 p.m. Closing remarks/adjournment