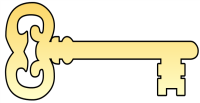
**Jane Dvorak:** PRSA’s 2017 national chair will speak about the driving factors behind a public relations practitioner’s role in helping organizations thrive strategically in the future. You’ll take away practical information on how to elevate your impact by playing a critical leadership role in driving your company to reach its business goals.

R

**Jeffery Ferguson:** Research can tell you a great deal about your publics, but how do you frame your thinking beforehand to ensure your research is actionable and worthwhile? Dr. Jeffery Ferguson of the University of Colorado at Colorado Springs will share questions to ask before conducting any research and offer tips on making the research you do conduct more effective.

RESEARCH

**Paul Batura:** It’s not every day the vice president of the United States stops by your organization! Paul Batura, vice president of ministry communications at Focus on the Family, will talk about why Focus invited Vice President Mike Pence to speak at its 40th anniversary event, what it sought to accomplish with the visit, and how it planned for the expected and navigated the unexpected along the way.

P

**Devra Ashby:** District 11’s public information officer and director of communications will speak on PR planning from “The Uniting of Two History-Rich Schools,” which won a National School Public Relations Association Gold Medallion Award in 2017. Faced with declining enrollment, District 11 made the decision to close Helen Hunt Elementary School – a neighborhood fixture built in 1902 ­– and relocate students to John Adams Elementary School. Ashby will share on how the district used the planning process to ensure all aspects of the move ran smoothly.

PLAN

**Diane Mulligan:** Implementation can be the best and worst of times. Great PR plans are susceptible to so many outside forces, many completely out of your control. The key is having plan A, B, C, etc. and managing your client's or company's expectations. In this presentation, you will learn how to prepare for the best and worst case scenario, how to develop fail-safe options and how to position the implementation plan with your client or supervisor to make sure your program has the greatest chance for success and you have the monitoring tools to prove it!

IMPLEMENT

I

E

**Natalie Eckhart:** Natalie Eckhart will share Colorado Springs Utilities’ current communications campaign, “Change the Current.” The first of its kind for utilities, the campaign uses online tools to engage customers and provide real-time tracking.  They’re using technology to inform decisions related to ongoing program adjustment and evaluate against their measurable objective.

EVALUATE