



PRSSA 2018 Leadership Rally
Embassy Suites by Hilton | Scottsdale, Arizona
TENTATIVE AGENDA
(Updated March 14)

Friday, June 1

6:30–7 p.m.Registration and Check In TBD

7–9 p.m.....Welcome Reception Meet and Greet TBD
 Guest Speaker: TBD
 (light meal will be provided)

Saturday, June 2

9:00–9:15 a.m.....Check In* TBD
 (Only for those who did not receive their credentials on Friday)

9:15–9:45 a.m.Welcome and PRSSA Report..... TBD
 Guest Speaker: TBD

9:45–11:15 a.m.....Saturday Keynote Presentation and Case Study TBD
 Guest Speaker: Keith Burton, Grayson Emmett Partners

Case Study sponsored by:

11:15 a.m. – 11:30 a.m.Break

11:30 a.m.–12:30 p.m.Discussions among Chapter Cohort Groups
 Presidents: Small Chapters (less than 25 members)..... TBD
 Presidents: Mid-Size Chapters (26–75 members)..... TBD
 Presidents: Large Chapters (more than 76 members)..... TBD
 All Firm Directors..... TBD

12:30–1 p.m.Best Practices Sharing TBD

1–2 p.m.....Luncheon..... TBD

2:15–3:15 p.m.....Breakout Sessions

Clients, Challenges and Beyond: Firm Director Session

<i>President Last Names A–K</i>	<i>President Last Names L–Z</i>	<i>All Firm Directors</i>
TBD	TBD	TBD

3:15–3:30 p.m.....Break



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3:30–4:30 p.m.Breakout Sessions

<i>President Last Names A–K</i> TBD	<i>President Last Names L–Z</i> TBD	<i>All Firm Directors</i> TBD
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4:30 p.m.Dinner on Your Own/Free Evening

Sunday June, 3

8:45–9 a.m.Welcome and Rally Review TBD

9–9:45 a.m.Sunday Keynote Presentation..... TBD
 Guest Speaker: TBD

9:45–10:15 a.m.PRSSA 2018 National Conference Presentation TBD
 Conference Committee

10:15–10:45 a.m.Foundational Values and Introduction to PRSA TBD

10:45 a.m.–11 a.m.....Break

11 a.m.–Noon.Making a Splash: Summer Planning Workshop TBD
 Concluding Remarks

Noon–1 p.m.Luncheon..... TBD

Note: The Embassy Suites Scottsdale offers complimentary made-to-order breakfast for guests each morning. All attendees are required to stay through the close of events on Sunday. Please plan travel arrangements accordingly.