

EARLY BIRD
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May 23!

Social Media Summit

COMMUNITY  CRISIS  REPUTATION  BRAND  MEDIA RELATIONS



Thursday, June 21 – Friday, June 22, 2012 | Sentry Center, NYC

In just two days, you'll get dozens of practical takeaways to help you maximize your Facebook, Twitter, Pinterest, Instagram, Google+, SEO and measurement initiatives.



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PRNews

Social Media Summit

COMMUNITY Ⓞ CRISIS Ⓞ REPUTATION Ⓞ BRAND Ⓞ MEDIA RELATIONS



Become the Go-to Social Media Expert in Your Organization

Join us on June 21 & 22, for PR News' Social Media Summit and Taste of Tech—the highly anticipated, annual summit of intensive, tactical learning led by top digital PR strategists and Tech Vendors. In just two days you'll get dozens of practical takeaways to help you maximize your Facebook, Twitter, online video, SEO and measurement initiatives and become the top digital communicator (and measuring expert) in your organization.

The Taste of Tech is the first-ever event for PR professionals who want to stay ahead of the tech curve and better understand and maximize their options for everything from press release services to SEO providers, from measurement companies to media analysis firms, from social media monitoring services to crisis management counsel.

At the Social Media Summit you'll get tips to boost your Facebook content to the top of users' News Feeds, identify and connect with top influencers on Twitter, expand your audience by connecting with the growing army of passionate Pinterest users, build relationships with media professionals on their preferred digital channels, prevent or mitigate a crisis online, implement SEO tactics to improve your search rankings and develop metrics to communicate your social media successes to senior management. Plus, you'll hear about the next wave of digital tools and how they can be integrated into your overall communications strategies.



Register at www.prsocialmediasummit.com | PR News Taste of Tech & Social Media Summit
June 21 – 22 | Sentry Center in NYC

In just two days, you'll become an expert in:

- Tying Social Media to Your Bottom Line
- Deploying Proven Digital Tactics to During a Crisis
- Leveraging the Latest Facebook Updates for PR
- Reaching new audiences on Pinterest
- Empowering Employees & Protecting Your Brand With Smart Social Guidelines
- Twitter Strategies That Produce Positive Business Results
- Developing and Distributing Videos For Large Scale Engagement
- LinkedIn: Your Most Powerful Underused Communications Tactic
- Getting People to “like” Your Brand and Become Part of an Engaged Community
- Developing a Winning content Strategy to Engage Your Followers
- Measuring the Impact of your Social Media Initiatives
- Creating your Facebook Dream Team
- Mastering Facebook's Latest Features

Panels Include:

DAY 1 | TASTE OF TECH

- Technology Trends: What You Need to Know Now to Stay on Top
- What to Pack in Your Social Media Pantry
- Leverage the Latest Tools to Improve Your Media Research
- Fine-Tune Your Content Marketing Strategy With the Latest Tech Tools
- How to Monitor Stakeholder Engagement With Your Brand
- Unlock the Power of Video and Mobile for Your PR Programs
- From Millennials to Boomers: Understanding Social Media Habits of Your Target Audience
- Match the Right Measurement Tools to Your PR Programs
- Tools and Tactics to Make Your Crisis Monitoring (Relatively) Stress-Free
- Dish It Out: Get the Rest of Your Questions Answered Now!

DAY 2 | SOCIAL MEDIA SUMMIT

- Become a Master of Engagement on Facebook
- Quick Studies: Three Ways to Make Your Brand a Must-Follow on Twitter
- What You Need to Know Now About Pinterest
- How to Measure Your Social Media Activity and Communicate Your PR Success
- Interactive Crisis Clinic: Proven Digital Tactics to Deploy During a Crisis
- Cutting-Edge Digital Tools for Your PR Arsenal
- Leverage LinkedIn – Or Get Left Behind
- Demystifying SEO: Optimize Your Messaging for Higher Returns
- Baker's Dozen of Takeaways: 13 Smart Digital Tactics in 30 Minutes

Bonuses for Attending:

- PR Essentials: SEO checklist
- Samples of social media policies
- Workbook & attendee-only access to speaker presentations
- Certificate of Attendance

Who Should Attend:

If you spend at least a quarter of your time in any of these areas, you should attend this Summit:

- Public Relations
- Digital and Social Media
- Community Relations
- Corporate Communications
- Word of Mouth Marketing
- SEM/SEO Management
- Brand Marketing
- Video Production
- Marketing Communications
- Employee Communications
- PR Business Development
- Human Resources
- Public Affairs/Issues Management
- Media Relations

About PR News:

The PR News brand includes the weekly publication PR News, PR News Webinars and Workshops, the Platinum PR Awards, PR People Awards, CSR Awards, Nonprofit PR Awards, The 100 Best Case Studies Book, Guidebook to Best Practices in CSR, Guidebook to Best Practices in Measurement, Digital PR, Crisis Management and Media Training Guidebooks and PR News Webinars.

Agenda | Taste of Tech June 21

9:00 – 10:00 a.m. Pre-Conference Panel: Meet the Food Media

Grab a cup of joe for this interactive discussion with top editors and producers from the most prominent food magazines, blogs and television networks. These media leaders share their buffet of knowledge about the stories that interest them most, the best way to engage them and what PR pros are doing well and not so well in their media relations.

10:30 – 11:00 a.m. Registration and Networking

11:00 – 11:15 a.m. Opening Keynote Presentation: Technology Trends: What You Need to Know Now to Stay on Top

This opening session will reveal the key trends and latest tools that are changing the way you work and the tools and services you need to communicate with your many stakeholders. We'll also share a priority list of the newest tools and services that you should be most knowledgeable about—from open-source productivity tools to measurement resources to infographics, Tumblr, Foursquare and more. This session will show you how to incorporate them into your growing technology toolbox and guarantee that you will be the digital subject matter expert in your organization.

Speaker:

Sean Morgan, CEO, Critical Mention

11:15 – 11:45 a.m. What to Pack in Your Social Media Pantry

What is the value of a tweet? How are your 30,000 Facebook likes contributing to the bottom line? Even the savviest PR pro struggles with proving the value of time, staff and resources dedicated to social media. In this session, we'll show you the latest tools and technologies to help capture the data you need to improve your social media strategy.

In this session you'll learn how to:

- Establish benchmarks for social media measurement
- Use technology to track influencers on blogs, Twitter, Facebook and other social networks
- Measure the influence of "likes," retweets and Google+ shares on your brand
- Conduct analysis of online messages, conversations and communities
- Connect media coverage, Web site traffic and online interaction to business outcomes
- Evaluate various social media tools and platforms and determine what's best for you

Speaker:

Johna Burke, Senior Vice President, BurrellesLuce

11:45 – 12:15 p.m. Leverage the Latest Tools to Improve Your Media Reach

As new tools and services to spread your messages become available, it may be difficult to keep up with changing technology. At this session, you'll learn about the smartest distribution methods to extend the reach of your communications. You'll learn how to adapt your messaging across platforms, and which distribution technology best suits your needs. We'll also show you the newest and most cost-effective features on partner distribution sites that will increase the chances of your news getting noticed.

In this session, you'll learn how to:

- Incorporate multi-media formats to get the right exposure for your brand messaging
- Improve the searchability of your press releases with SEO tactics

- Develop a communications distribution strategy that will increase media coverage of your brand
- Use tools that will help you increase the shareability of your press release
- Integrate traditional and digital media relations efforts to greatest effect

12:15 – 12:30 p.m. Networking Break

12:30 – 12:45 p.m. Keynote Presentation with Jeff Jarvis, Author, *Public Parts: How Sharing in the Digital Age Improves the Way We Work and Live*

12:45 – 1:15 p.m. Fine-Tune Your Content Marketing Strategy With the Latest Tech Tools

You've developed a solid content marketing strategy to reach new customers and expand awareness of your brand, but are you gauging its success on an ongoing basis? Our panel of tech leaders will lay out an array of options that will help you monitor the reach of your content and whether or not—and how—your targeted influencers are engaging with it.

In this session, you'll learn how to:

- Use available tools to consistently and accurately monitor the reach of your content
- Measure engagement to determine what kind of content connects best with your target audience
- Manage team responsibility for creating and posting content, managing comments and tracking the reach and engagement of your content
- Use technology to adapt and craft content for mobile distribution

Speaker:

Thomas Hynes, Manager of Blogger Relations, PR Newswire

1:15 – 1:45 p.m. How to Monitor Stakeholder Engagement With Your Brand

Developing relationships with online influencers can be the key to getting your PR campaign noticed. But with numerous voices—from customers and critics to employees and the media—how can you separate key influencers from the noise? In this session we'll show you the many tools available that identify and categorize influencers.

Our panelists will show you how to:

- Monitor online conversations about your brand to get a more detailed picture of the impact of your communications programs
- Use keyword searches and tools to identify bloggers and other industry influencers
- Search social media channels like Twitter and Facebook to find followers and fans actively engaged with your brand
- Use tools to monitor who is talking about your brand and about your competitors
- Build and maintain relationships with media, bloggers and other prominent influencers to get coverage

Speaker:

Martin Murtland, Vice President and Managing Director, Factiva Communicator, Dow Jones

1:45 – 2:00 p.m. Networking Break

2:00 – 2:30 p.m. Unlock the Power of Video and Mobile for Your PR Programs

Over 2 billion videos are viewed on YouTube each day, making the platform the second-largest search engine behind its owner, Google. With 100 million people viewing content on smart phones, PR pros have an opportunity to visually showcase a brand, increase engagement and drive traffic back to a Web site. This session will show you which tools you can use to create, embed and distribute video and mobile content-on any budget.

You'll learn how to:

- Increase both the findability and shareability of your video content
- Determine which mobile platforms are best to package your content
- Integrate video across all social media platforms
- Add mobile apps to your brand awareness arsenal
- Use video to appeal to new customers and increase engagement
- Measure the ROI of your video and mobile efforts

Speaker:

Nick Balletta, CEO, TalkPoint

2:30 – 3:00 p.m. From Millennials to Boomers: Understanding Social Media Habits of Your Target Audience

Does your teenage daughter have an email address? Does your grandfather read the New York Times on his iPad? Understanding your target audience and how they consume information is vital for any PR pro. In this interactive discussion, we shed light on the different communications habits of various age groups - and you'll be surprised what you learn. You'll learn how Millennials communicate with their peers, which generation turns to Facebook for news, and which technology is outdated. You'll walk away knowing where your audience spends their time and which medium is really best for your message.

Speaker:

Beth Feldman, President, Role Mommy

3:00 – 3:15 p.m. Networking Break

3:15 – 3:45 p.m. Match the Right Measurement Tools to Your PR Programs

For many PR pros, measurement is their toughest challenge. They have an array of measurement tools from which to choose, but all those options can be paralyzing. This session will show you how to match the right technology and tools to your individual PR programs and be certain that your metrics tie your PR efforts to your brand's business objectives.

In this session, you'll learn how to:

- Identify which metrics to report to senior executives
- Establish benchmarks for your communications initiatives
- Set up a dashboard that includes the metrics that matter for your campaign
- Translate ROI results into the language of your management

- Develop a measurement strategy in concert with a third-party technology provider
- Budget for your measurement needs
- Ask the right questions of your measurement service providers

Speaker:

Evan Welsh, Global Media Relations, SAP

3:45 – 4:15 p.m. Tools and Tactics to Make Your Crisis Monitoring (Relatively) Stress-Free

The ability to make smart decisions during a crisis and respond quickly to stakeholders and the media begins with your media monitoring tools and tactics. In this session you'll learn some essential media monitoring best practices and how the latest technology can help you prevent reputation crises or, in the event that a crisis does occur, stay ahead of events as they unfold and gauge sentiment. You've already got the PR know-how to manage your brand's reputation, but you need the backup that only the best technology can supply.

In this session, you'll learn how to

- Monitor social media channels to mitigate an online crisis
- Track and analyze traditional and social media mentions, including impressions, reach and Web site traffic
- Measure the reputation of your CEO or senior leaders
- Measure your organization's reputation before, during and after a crisis

Speaker:

Cynthia Martinez, Director, Global Corporate Communications, Royal Caribbean Cruises Ltd

4:15 – 4:45 p.m. Dish it Out: Get the Rest of Your Questions Answered Now!

Cap off a day of learning with a fast-paced Q&A session with the leaders in PR. Our panel of experts will address your pressing questions and make sure you leave with game-changing recipes for success.

4:45 p.m. Networking Reception



Agenda | Social Media Summit June 22

8:30 – 9:00 a.m. Opening Keynote with David Armano: Social Business Planning: How to Build a Connected Brand

Social media is changing communications at warp speed. In order to adapt, brands need to integrate social media into their broader organizational strategy. In this keynote presentation, David Armano, EVP of Global Innovation & Integration for Edelman, shares insight into how brands can transform their organizations through social business planning.

In this session, you'll learn how to:

- Embrace social media internally to drive strategy and breakthrough results
- Break down departmental silos to build a social and connected brand
- Integrate social media initiatives throughout the entire organization
- Transform customers and employees into brand advocates
- Align social initiatives with your larger business objectives.

Speaker:

David Armano, EVP, Global Innovation & Integration, Edelman

9:00 – 10:00 a.m. Become a Master of Engagement on Facebook

The honeymoon is over for social media—you will now have to be clear about how your budget and hours spent on Facebook are affecting your brand's bottom line. You need to get beyond amassing "likes" and become an expert in engaging your community on Facebook to create lasting loyalty for your brand—the kind of loyalty that leads to conversions, increased revenue and positive sentiment.

This forward-looking session provides the tactics you need to get the most out of your Facebook efforts, including how to:

- Align your Facebook activity with your organization's business objectives
- Use your Facebook page to gather insight and feedback about your market
- Be a good host on Facebook and increase engagement with specific listening tactics
- Craft engaging and shareable questions and content that will rise to the top of users' News Feeds
- Use Facebook's promotions app to create contests, sweepstakes and giveaways
- Use quizzes, polls and other interactive content to drive engagement
- Leverage Facebook Timeline to tell your brand's story
- Measure the unique number of people who have created stories about your brand within a set time, as well as reach
- Use Facebook to build relationships with journalists and bloggers

Speakers:

Amber Harris, Director, Digital Communications & Social Media, Discovery Communications

Lindsay Kniffin, Community Manager, Global Corporate Communications, Cisco

Albe Zakes, Global VP, Media, TerraCycle Inc.

10:00 – 10:15 a.m. Networking Break

10:15 – 11:00 a.m. Quick Studies: Three Ways to Make Your Brand a Must-Follow on Twitter

The launch of Twitter brand pages has given PR professionals a new opportunity to attract followers with fresh content, engage fans with promoted tweets and expand your brand presence. In addition, nearly 70% of media professionals use Twitter as a reporting/sourcing tool, making Twitter one of the best free media relations tools in existence. And when it comes to crisis communications, Twitter is often the first channel used by customers and brands.

You'll learn how to:

- Develop a winning content strategy to engage your followers
- Separate the key voices that matter from the digital noise across Twitter and other social networks
- Determine which influencers have topical relevance for your market
- Craft tweets that will be retweeted and shared
- Host Twitter chats to gain followers
- Forge new relationships with the media on Twitter and strengthen your existing ones
- Monitor conversations for potential crises or customer-service issues
- Use Twitter to communicate key messages during a crisis
- Measure your Twitter activity and drive bottom-line results

Speakers:

Corrine Kovalsky, Director, Digital & Social Media, Raytheon Company

John Pepper, CEO, Boloco

Tammy Tibbetts, Founder and President, She's the First

11:00 – 11:30 a.m. What You Need to know *Now* About Pinterest

Pinterest is the hottest social media platform right now, driving more referral traffic on the Web than Google+, YouTube and LinkedIn combined. With 10 million active monthly users on Pinterest, brands have an opportunity to engage their target audience through this visual platform. In this session, early adopters share their insight into how to use the platform to "pin" content on your own boards, build and engage a following and drive traffic back to your Web sites.

In this session, you'll learn:

- What opportunities exist for both large and small brands
- How to set up a Pinterest account and create boards
- How to identify and engage influencers on Pinterest
- How to determine the optimal content strategy and frequency of posts
- How to leverage your existing social platforms to build followers on Pinterest
- How to create contests to engage followers
- How to produce stories using Pinterest board layouts
- How much staff and resources need to be dedicated to Pinterest
- The legalities of using the platform for giveaways and sweepstakes

Speakers:

Kaelin Zawilinski, Digital Editorial Manager, Better Homes and Gardens

Michael Bepko, Global Online Community Manager, Whole Foods Market

11:30 – 12:15 p.m. How to Measure Your Social Media Activity and Communicate Your PR Successes

With more time, staff and resources being spent on social media, to justify the use of these resources you need to prove their role in contributing to the bottom line and business outcomes. This session will show you how to define digital and social outcomes, apply Web and search analytics, analyze conversations and communities and shift your focus to audience engagement and actions. As existing platforms develop and new ones launch, the metrics you need to prove the value of your communications efforts evolve as well.

You'll learn how to:

- Establish benchmarks for social media measurement
- Analyze the content of online messages
- Measure the influence of Facebook engagement, retweets and +1 shares on your brand
- Use Web and search analytics to measure relevance and engagement
- Conduct analyses of online messages, conversations and communities
- Link media coverage to business objectives
- Use Facebook Insights, Google Analytics and other free tools to measure your social media activity
- Use tools to find, measure, score and map influencers
- Drive online traffic, links and revenue

Speakers:

Johna Burke, Senior Vice President, BurrellesLuce

Allyson Hugley, EVP, Measurement, Analytics and Insights, Weber Shandwick

Paul Young, Director of Digital Engagement, Charity Water

12:00 – 1:15 p.m. Keynote Presentation with Brian Solis: Competing for the Moment vs. Competing for the Future

Social media presents new opportunities to engage influencers and create compelling content. The roles of PR and marketing communications are now more valuable than ever for any organization. But, the true opportunity has not yet been realized. This is a time for innovation in ideas and processes. The role of PR and marketing communications is more critical than ever. However, what that role is and what it needs to be is separated only by your vision and actions you take to define a new future. In his presentation, Brian Solis will share his views for the future and help you define your role in it.

Speaker:

Brian Solis, Principal Analyst, Altimeter Group

1:30 – 2:15 p.m. Interactive Crisis Clinic: Proven Digital Tactics to Deploy During a Crisis

Online conversations about your brand never cease. As a seasoned PR pro, you know a crisis can strike at any time and spread virally, causing untold damage to your organization's reputation and putting its very survival at risk. In this interactive session, attendees will work in teams to develop a digital response to a mock crisis. You'll work together to develop core messages, engage the media and leverage social media, blogs and other online platforms to communicate with key stakeholders during and after a crisis.

In this session, you'll learn how to:

- Craft core messages to post on Twitter, Facebook and your Web site
- Know when to respond and when to back off when a crisis hits
- Determine how to respond to negative publicity online
- Leverage social media platforms including Facebook, Twitter and blogs to manage—and save—your organization's reputation
- Determine which media and key influencers to reach out to during a crisis
- Respond quickly and transparently to internal and external stakeholders
- Monitor social media channels for viral messages that may harm your organization's reputation, and respond accordingly
- Reestablish your organization's reputation after a crisis

Speaker:

Dallas Lawrence, Chief Global Digital Strategist, Burson-Martsteller

2:15 – 2:45 p.m. Cutting-Edge Digital Tactics and Tools for Your PR Arsenal

In this panel discussion, digital PR experts give you the lowdown on the latest hot platforms and strategies in digital communications. Learn how channels such as Instagram, Foursquare and Tumblr can be used to engage customers, raise brand awareness and build community. This fast paced session will help you integrate the most innovative platforms into your PR arsenal so you can ensure you are ahead of the digital curve.

In this session, you'll learn how to:

- Identify the new social networks that are rapidly growing their user bases
- Determine which of the next wave of social networks demand your attention
- Create a content strategy to build a community of followers on Tumblr
- Engage fans through photos and images on Instagram
- Apply location-based social networks like Foursquare to your communications strategy
- Execute a mobile PR strategy that works and won't break the bank
- Integrate new platforms into your overall digital PR strategy

Speakers:

Paula Berg, Digital Media Leader, Linhart PR

Thomas Hynes, Manager of Blogger Relations, PR Newswire

2:45 – 3:00 p.m. Networking Break

3:00 – 3:30 p.m. Leverage LinkedIn – Or Get Left Behind

LinkedIn provides a valuable—yet often untapped—resource for communicators to establish thought leadership, connect with journalists or recruit new talent. In this interactive session, you'll get a behind-the-scenes tour of the platform, its features and powerful benefits from a communicator's perspective. Learn how to research and connect with journalists, build a powerful brand page, find new sales leads and more.

You'll learn how to:

- Build a powerful company profile for your brand.
- Integrate Twitter, blogs and other content to drive traffic to your Web site
- Identify and connect with key stakeholders including customers, volunteers, clients and journalists
- Develop relationships with the media and pitch story ideas

- Create a LinkedIn Group to connect with and engage key stakeholders
- Use LinkedIn "Answers" to establish thought leadership
- Research and connect with journalists
- Post job openings and recruit new talent.

Speakers:

Lori Russo, Managing Director, Stanton Communications

Krista Canfield, Senior Manager, Corporate Communications, LinkedIn

3:00 – 4:15 p.m. Demystifying SEO: Optimize Your Messaging for Higher Returns

If there's one unifying thread of digital communications, it's search. Understanding search trends that impact SEO—and Google's changing algorithm—will help you become a master at optimizing your content. Knowing how to use keywords in press releases, optimize videos and create shareable content is an essential tactic to getting your messages heard by your target audience.

In this session, you'll learn how to:

- Understand which PR tactics affect SEO performance
- Optimize your press releases and online media centers for social media and search
- Optimize your video and images for search
- Use linking techniques to boost traffic and visibility on search engines
- Leverage social media participation for added search engine visibility
- Track optimization's effects and measure success

Speakers:

Laura Kempke, Senior Vice President, Schwartz MSL Boston

Sally Falkow, Social Media Strategist, Meritus Media

4:15 – 4:45 p.m. Baker's Dozen of Takeaways: 13 Smart Digital Tactics in 30 Minutes

We'll close out the day a rapid-fire succession of over a dozen new, unique tactics that you can begin implementing immediately upon your return to the office. We've assembled a panel of experts to deliver exceptional ideas across the spectrum of digital platforms that are guaranteed to inspire your own brainstorm.

Speakers:

Dave Armon, President, Critical Mention

lbrey Woodall, VP Web Communications Service, Business Wire

Jonathan Kopp, Global Director, Ketchum Digital

4:45 – 5:15 p.m. Networking Reception

Join us for cocktails and hors d'oeuvres to cap off a great day of learning and networking. Pick up your certificate, exchange the last round of business cards and mark your day at The Sentry as a digital PR leader!



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Registration Fee

Registration Type	Early Bird (Before May 23)	Regular Rate
1 Day Taste of Tech Only/Per Person	\$N/A	\$495
1 Day Social Media Summit Only/Per Person	\$795	\$895
1 Day Social Media Summit Group	\$745	\$845
2 Day Package/Per Person Social Media Summit & Taste of Tech	\$1195	\$1295
2 Day Package/Group Social Media Summit & Taste of Tech	\$1045	\$1145

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Questions Contact: Marketing Coordinator, Saun Sayamongkhun at saun@accessintel.com.

Venue Information: Sentry Center, 730 Third Avenue, New York, NY 10017

Hotel Room Block: PR News has arranged a group rate of \$329 per night at The Alex Hotel, New York.

The cut-off date is June 1. See the conference website for more information.

For sponsorship information: Contact Diane Schwartz, SVP, PR News at dschwartz@accessintel.com.

Cancellations: All cancellations are subject to a \$300 fee (per attendee). Before May 25, you will receive a refund, minus the fee. After May 25, your payment will be credited toward a future PR News Conference.