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PR NEWS



CRISIS AND MEASUREMENT SUMMIT 2020

Feb. 25-26
Miami

2020 PROSPECTUS



THE FIRST-EVER CRISIS AND MEASUREMENT SUMMIT

Put your company in the center of the action as executive-level PR professionals from top brands, agencies, and non-profits converge to learn, network and discover new ways to handle crises and prove PR's worth.

PRNEWS' Crisis and Measurement Summit February 25-26 in Miami provides the perfect environment for companies like yours to connect with hundreds of executives in a professional, dynamic and engaging setting.

“

Great conference, speakers and venue! Loved the clean, candid approach of all speakers towards the challenging environment of social media.

**EXTERNAL RELATIONS,
OPERATIONS AND MARKETING
PROCTER & GAMBLE**

I learned more in one day than I've learned all year!

**DIRECTOR, NEW MEDIA,
AMERICAN HEART
ASSOCIATION**

”

The quality of the presentations was top-notch, and the ability to network with like-minded people during the breaks and at lunch was invaluable.

**DIRECTOR, GLOBAL MEDIA
RELATIONS, SAP**

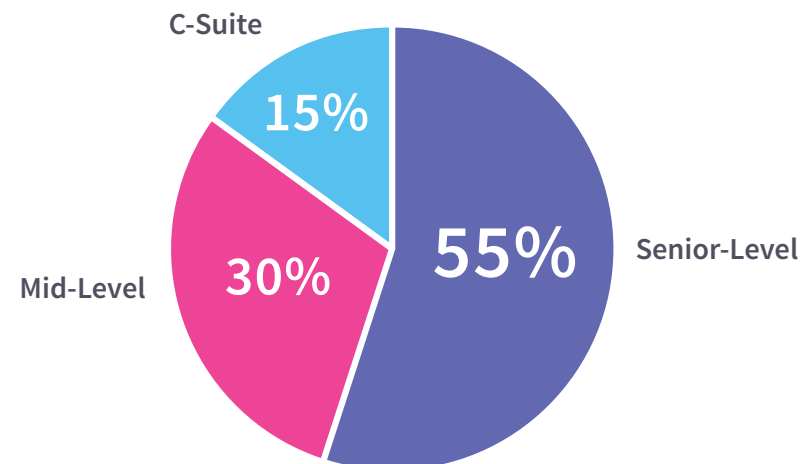
DECISION-MAKERS

55% of PRNEWS Community Members have purchasing power

30% are Vice Presidents and Managers

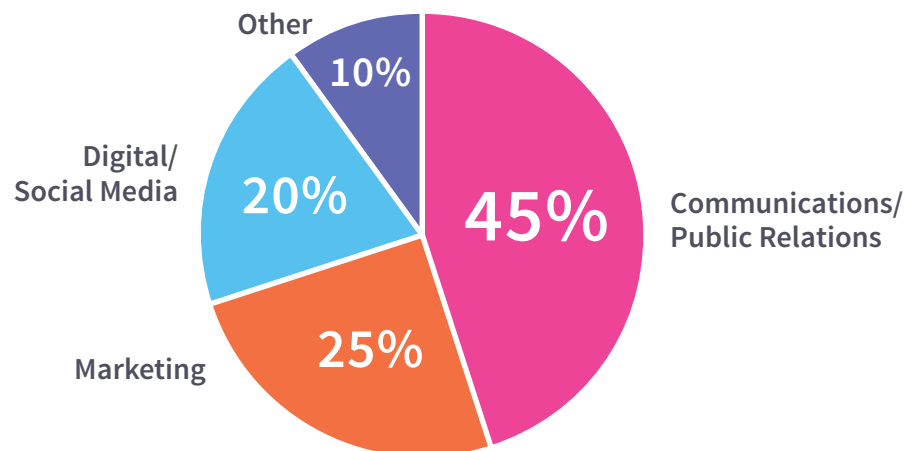
15% are Associates or Account Executives

LEVEL

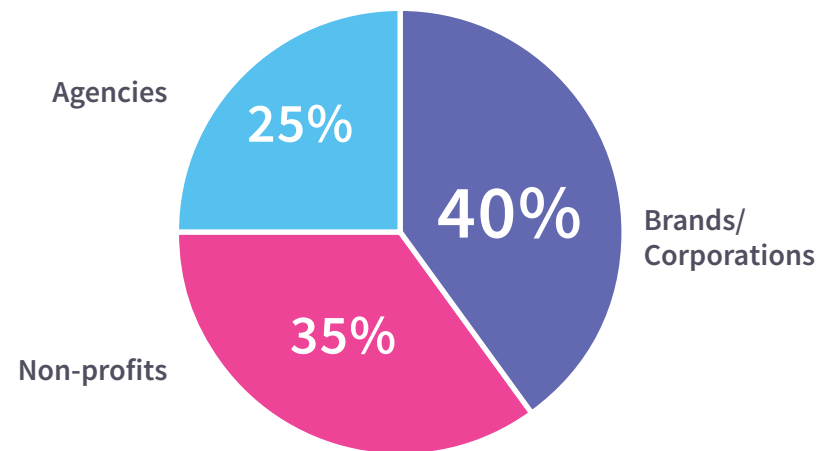


PRNEWS REACHES THE TRUE DECISION MAKERS

JOB FUNCTION



ORGANIZATION



*SOURCE: ANALYSIS OF PAST ATTENDEES



THE TOP COMMUNICATORS. AND YOU.



*SAMPLE OF PAST ATTENDEES

BRONZE

All Bronze sponsors receive:

- Six-foot table in a high-traffic area
- One conference pass, plus 50% discount on additional passes (up to 3 additional)
- Provision of attendee list: Company/Name/Title
- Logo on all marketing collateral distributed at the event
- Special VIP discount for clients and prospects
- Your company logo and description posted on the Crisis and Measurement sections of the PRNEWS website (68,000 monthly visitors) and in event mobile app
- Acknowledgement of sponsorship in all pre-show marketing campaigns reaching audience of 60,000



SILVER (Limited to 5)

Silver sponsors receive all benefits in Bronze package, plus additional engagement opportunities:

- Breakfast roundtable host
- 2 conference passes, plus a 50% discount on additional passes (up to 3 additional)
- Co-sponsor designation of a refreshment break, with your exclusive branding on signage at the break and on-screen in the general session room prior to and after the break*
- Enhanced logo placement on all sponsor signage, website and pre-event promotions
- Distribution of marketing collateral at registration desk
- Choose one of the following sponsorship options: 1-month banner on prnewsonline.com or banner ad in The Skinny, 1 email blast post-show to Crisis and Measurement Summit attendees, 2 branded floor stickers

*Limit of 2 sponsors per break; if no other sponsor for break, your company will be positioned as sole sponsor



GOLD (Limited to 3)

Gold sponsors receive all benefits in Bronze and Silver packages, plus additional exclusive opportunities:

- Posting of white paper or special report on the PRNEWS website (68,000 monthly visitors) for 3 months, with data-collect lead-gen form PRNEWS will drive traffic to your content via custom email blast to our audience of 60,000
- Choose one of the following sponsorship options: lanyards, step and repeat with your company logo, branded registration bag or branded happy hour
- Four conference passes, plus a 50% discount on additional passes (up to 3 additional)
- Banner ad in attendee mobile app



KEYNOTE SPONSORSHIP (Limited to 2)

All of the benefits of Gold, Silver and Bronze sponsorship, plus:

- Ability to play an opening 1-minute video
- Ability to welcome the audience and introduce keynote speaker
- Collateral material distributed on seats
- Premium logo placement on all signage and event collateral
- 3-month banner ad on PRNEWS website — reach: 68,000 unique visitors per month.
- 3 banners in The Skinny from PRNEWS
- Choose Photo Booth or wifi sponsorship



PAST ATTENDEES

Account Supervisor.....**5W Public Relations**
Senior Account Executive.....**Abernathy MacGregor**
Senior Director, Corporate Communications.....**adidas**
Group Manager - Comms Measurement.....**Adobe Inc.**
Group Manager - Communications Measurement.....**Adobe Inc.**
VP, Communications.....**Adrienne Arsht Center**
Vice President, Communications.....**Aetna**
Vice-President, Communications, Culture & CSR.....**ALDO Group**
Measurement Analyst.....**allison + partners**
Senior Communications Consultant.....**Allstate**
Global Managing Director.....**AMEC**
Communications Specialist.....**American Chemical Society**
Head of Media Relations.....**Amtrak**
Associate Director.....**APCO Worldwide**
Manager, Communications.....**Auto Care Association**
Communications Director, Americas.....**AXA XL**
Sr. Communications Specialist.....**BAE Systems, Inc.**
Senior PR Manager.....**Belk, Inc.**
Chief of Staff, Chief Communications Officer.....**Bell**
PR Specialist.....**Blue Cross Blue Shield of Michigan**
Global Social Media Lead.....**Booz Allen Hamilton**
Professor of Public Relations.....**Boston University**
Digital Account Director.....**Burson Cohn & Wolfe**
Head, Communications Insights and Impact Team.....**Capital One**
CCO.....**Carnival Cruise Line**
Corporate Director of Public Relations.....**Caron Treatment Centers**
Vice President-Communications & Marketing.....**Catalyst Corporate Federal Credit Union**
Communications Analyst.....**Caterpillar Inc.**
PR Manager.....**CAVA**
Health Communication Specialist.....**Centers for Disease Control and Prevention**
Lead Advisor, Public Relations.....**Chick-fil-A, Inc**
Public Relations Manager.....**Children's Hospital of Philadelphia**
Director of Marketing & Communications.....**City of Miami Beach**
Marketing and Public Relations Specialist.....**City of Richmond | Department of Utilities**
Chief of Staff.....**ClearWay Minnesota**
Marketing Manager.....**COA - Aviation Department**
Head of Digital Strategy, Americas.....**Cognito**
Digital Communications Strategist.....**Colorado State University**
Director, M&A/Crisis Communications.....**Corning Incorporated**
Communications Officer.....**County of San Diego**
Senior Vice President.....**Coyne PR**
Vice President.....**Craft Public Relations**
Senior Analyst.....**Delta Air Lines**
Senior Strategic Communications Planner.....**Department of Defense**
Director of Public Relations.....**Dollar General Corporation**
Public Relations Manager.....**Dow**
Director, Corporate Communications.....**DSW Inc.**
PR Manager.....**Duck Donuts Franchising Company**
Lead Communications Consultant.....**Duke Energy**
Senior Account Supervisor.....**Edelman**
EVP, Global Lead for Measurement.....**Edelman Intelligence**
Global University Relations Lead - Technology & Cybersecurity.....**Equifax**
VP, Strategic Communications.....**ESPN**
Senior Manager, Marketing.....**Exelon Corporation**
CEO.....**Firedog Communications**
Director of Public Relations.....**FOCUS Brands**

Global Manager, Corporate Public Relations.....**Four Seasons Hotels and Resorts**
Senior Managing Director, Strategic Communications.....**FTI Consulting**
VP and Chief Communications Officer.....**Gannett Fleming**
Assistant VP.....**GEICO**
Director of Communications.....**General Aviation Manufacturers Association**
Head of Measurements & Insights, Google Communications.....**Google Inc.**
Community Engagement Manager.....**GoTriangle**
Editor.....**Health First**
Director of Corporate Communications and Brand PR.....**Heineken**
VP Media Relations.....**Herbalife**
Public Affairs Specialist.....**HHS**
SVP.....**Hill & Knowlton Strategies**
Director, Communications.....**Hilton**
Director of Social Media.....**Hitachi Vantara**
Senior Manager, External Communications.....**Honeywell Aerospace**
East Region Media Relations.....**Humana**
Measurement Specialist.....**Hunter**
Social and Influencer Communications Lead, Global Markets.....**IBM**
Product Marketing Manager.....**IBM Watson**
VP Corporate Communications & PR.....**INSP Television Network**
President.....**Inspire PR Group**
President and CEO.....**Institute for Crisis Management**
President & CEO.....**Institute for Public Relations**
Communication & Public Affairs Manager.....**Janssen Pharmaceutical**
Media Relations Specialist.....**Johnson & Johnson**
EVP, Head Of Analytics & Research.....**JPA Health Communications**
Senior Vice President.....**Kaplow Communications**
Director, Analytics.....**Ketchum**
Account Executive.....**kglobal**
Public Relations Manager.....**Medline Industries, Inc.**
Associate Director, Corporate Communications.....**Merck**
Sr. Manager, Corporate Communication Integration.....**Micron Technology, Inc.**
Chief Communications Strategist.....**Mockingbird Communications**
Specialist Professor of Public Relations.....**Monmouth University**
VP, Global and Content Protection Communications.....**MPAA**
Principal.....**Ms.**
SVP Communications.....**MSNBC**
Senior Communications Partner.....**Museum of Science and Industry**
Social Media Manager.....**Mutual of Omaha**
Director of Public Relations.....**My Place Hotels of America**
Communications Associate.....**NAACP**
Web Specialist.....**National Academies of Sciences, Engineering, and Medicine**
Senior Vice President, Communications.....**National Association of Manufacturers**
Vice President, Communications.....**NBCUniversal Owned TV Stations**
Managing Editor.....**NewsWhip**
Managing Director.....**Ogilvy**
Associate Director.....**P&G**
Senior Vice President.....**Padilla**
Director, Corporate Communications.....**PenFed Credit Union**
Assistant Director, Crisis Communication.....**Penn State**
Strategic Communications Advisor.....**Pew Research Center**

Head of Social Media and Digital Communications.....**Pfizer**
SVP, US Crisis and Corporate Reputation Lead.....**Porter Novelli**
Public Relations Representative.....**Progressive**
Senior Manager, Issues Management.....**Providence St. Joseph Health**
Chief Analytics Officer.....**Publishers Clearing House**
VP, Public Affairs.....**Qorvis Communications**
Director of PR.....**Ratner Companies**
Manager, Communications.....**Red Lobster**
Corporate Communications Manager.....**Reebok**
Director Communication and Public Information.....**Riverside Unified School District**
Vice President - Corporate Communications.....**Ryder System, Inc.**
Chief Operations Officer.....**Sandals Resorts International**
Director, Reputation Management & Issues.....**SC Johnson**
VP, PR & Communications.....**Sharp Healthcare**
Director of Corporate Communications and PR.....**Smithfield Foods**
IT Specialist (Data Management).....**Social Security Administration**
Senior Director, Communication Services and Social Business.....**Southwest Airlines**
SEO, Performics Practices Team.....**Spark**
Communications and Public Relations Manager.....**Sutter Health**
Public Relations.....**T. Rowe Price**
Senior Communications Associate.....**Target Corporation**
Chief Propagandist.....**The Brand Lion**
Vice President of Communications.....**The Brookings Institution**
Vice President for Communications.....**The Brookings Institution**
Media Relations Specialist.....**The Charles Koch Institute**
Director of Media Relations.....**The College of the Holy Cross**
VP Communications.....**The Knight Foundation**
Vice President, Corporate Marketing.....**The Michaels Organization**
Communications Director.....**The Wallace Foundation**
Sr. Communications Officer.....**The World Bank**
Head of Business Intelligence.....**T-Mobile**
Communications Specialist.....**TransPerfect**
Director, Business Development.....**U.S. EPA**
Public Affairs.....**U.S. Green Building Council**
Vice President, Public Relations & Communications.....**UNC-Chapel Hill**
Director of Social Media.....**UNICEPTA, USA**
Director of Sales and Client Development USA.....**UNICEPTA, USA**
VP of PR.....**Unique Vacations**
Chief, Media & Digital Operations.....**United States Strategic Command**
Data Analyst.....**Vanguard**
Account Director.....**Velocity Public Affairs**
Digital and Social Strategy Lead.....**Verizon**
Media Relations Officer.....**Virginia Tech**
Media Relations Coordinator.....**VISIT PHILADELPHIA**
Managing Director, Communications Analytics.....**W2O Group**
Executive Director, Digital Communications.....**Washington University, St. Louis**
Senior Manager.....**Weber Shandwick**
Communications Officer.....**Western Pacific Fishery Management Council**
Senior Director, National Publicity.....**WETA**
Director, Social Media Strategy and Ops.....**WeWork**
Digital Content Director.....**White House Writers Group**
Communications Director.....**White House Writers Group**
Senior Manager, Global Communications.....**Wiley**
Membership & Outreach Associate.....**World Cocoa Foundation**
Sr. Account Executive.....**Zignal Labs**

Contact Us

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