

#powerofPR

PRNews' Social Media Summit

OCTOBER 5, 2015 | MARRIOTT MARQUIS, NEW YORK CITY

WORKBOOK

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 Burrelles *Luce*

CISION 
Power your story.

PRNews' Social Media Summit

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Welcome

Welcome to PR News' Social Media Summit. We are excited to have such an excellent group of attendees and appreciate your taking the time out of your schedules to be with us today. We want to share with you a few details to help make your day run more smoothly. This conference is designed to be interactive and we encourage you to introduce yourself to fellow attendees and to actively participate in the Q&A sessions. Please contact the PR News staff at the registration table if you have any questions or suggestions throughout the day.

Panels

Please review your agenda included in this guidebook for panel details. Speaker presentations and their contact information are available to you online at www.prnewsonline.com/october5speakers and accessible to you for the next six months.

Meals

Lunch will be served from noon to 1 p.m. followed by a keynote address from Kare Anderson, author of "Mutuality Matters: How You Can Create More Opportunity, Adventure & Friendship With Others," and columnist for Forbes and Huffington Post. She will offer actionable insights about how to bring out others' better side (so they see and support yours) in your digital and face-to-face communication.

Miscellaneous

If you'd like to tweet during the conference, the hashtag is #powerofPR. There is an attendee survey in the back and we'd appreciate you giving us feedback on the content of this event.

We want this day to be a success for you. Please let us know if there is anything we can do to help or if you have any questions.

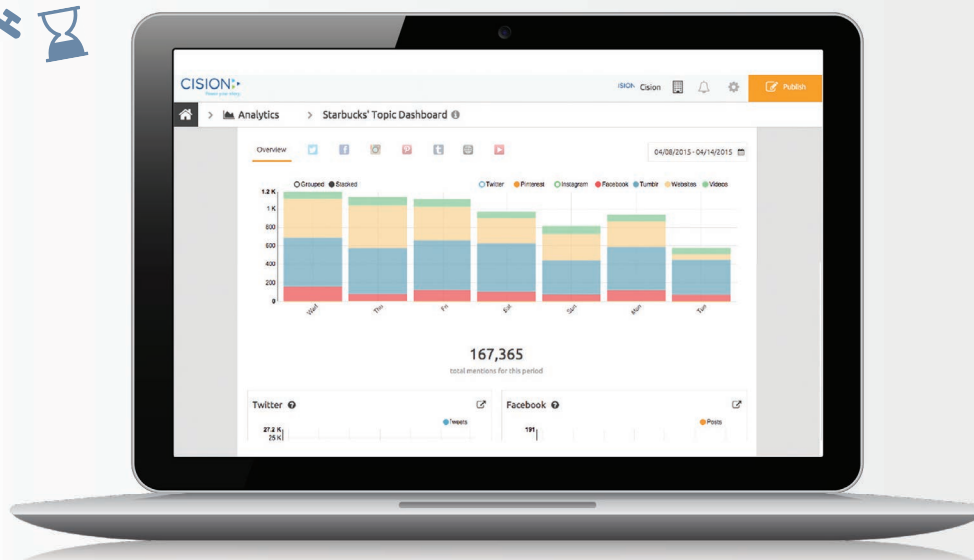
-The PR News Conference Team

About PR News

PR News is a daily intellectual hub that serves the communications and marketing community at corporations, agencies and nonprofits. The PR News group focuses on honing and growing PR practitioners' skills in social media, crisis management, digital PR, measurement, employee relations, media training, CSR and writing through its flagship newsletter, webinars, conferences, awards programs, workshops and guidebooks. With the launch of its weekly newsletter over 70 years ago, PR News has remained dedicated to supporting the growth of communicators all while keeping them abreast of the latest news affecting the industry. For more information, please visit www.prnewsonline.com.



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- Build Awareness By Delivering Standout Messages
- Maximize Social ROI With Analytics And Insights

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Agenda-at-a-Glance

Morning Sessions: 8 a.m. - 12 p.m.

Registration and Networking Breakfast

Social Media Analytics, Part 1: How to Determine Which Data to Pull and Analyze

Social Media Analytics, Part 2: How to Get Insights From Data and Apply It to Communications Strategies

Networking and Caffeine Break

Emerging Platforms: Periscope and Live Streaming's Applications for Brands

Networking Break

Luncheon Keynote Presentation

Afternoon Sessions: 1 p.m. - 4:30 p.m.

4 Millennials on Chairs Talk Content Diets and Habits

Social Media & Customer Service

Emerging Platforms: Is Snapchat Right for Your Audience?

Fitness Break

Networking Break

Case Studies: Successful Cross-Platform Audience Campaigns

Emerging Platforms: Messaging Apps to Watch—and Maybe Use for Your Brands

Thanks to Our Sponsors



BurrellesLuce empowers public relations professionals to take control of essential media outreach, monitoring and measurement activities. Our comprehensive suite of affordable services is fully integrated in one convenient and easy-to-use interface, BurrellesLuce WorkFlow.™

WorkFlow not only provides the tools needed to organize and manage media relations efforts, but is also just one example of our ability to anticipate and meet PR practitioners' evolving requirements.

5 THINGS YOU MIGHT NOT KNOW ABOUT BURRELLESLUCE

1. BurrellesLuce monitors comprehensive media including print, online, social, and broadcast—sending all content directly to a client's secure WorkFlow interface.
2. A leader in media measurement for three decades, BurrellesLuce offers both automated reporting and customized analysis. Our customized service uses experienced analysts rather than relying solely on computer algorithms to assess the potential impact of a client's media coverage.
3. We provide C-Suite daily briefings of ALL media so your executives start the day with competitor and industry insights.
4. BurrellesLuce subscriptions include content verification by professional editors, saving our monitoring clients their time and resources.
5. Our turnkey copyright compliance program, which has been in place for almost 30 years, enables us to provide our clients with behind-the-paywall content not available to any other service.



Cision is a leading global media intelligence company, serving the complete workflow of today's communications, social media and content marketing professionals. Offering the industry's most comprehensive PR and social software, rich analytics and a Global Insights team, Cision enables clients to improve their marketing and strengthen data-driven decision making. For more information, visit www.cision.com or follow @Cision on Twitter.

5 THINGS YOU MIGHT NOT KNOW ABOUT CISION

1. We introduced the nation's first publication of advice for PR professionals, Bacon's Publicity Manual, in 1934. Which means we were on board with content marketing—and bacon—before it was trendy. We were also the first PR SaaS product in the cloud way back in the 1990s.
2. There are more than 1.6 million contacts, outlets and opportunities listed in Cision's media database. Some of our favorite titles cover topics as diverse as teddy bear collecting, onion farming, the elevator industry and Flemish Giant rabbit breeding.
3. Our database is updated 20,000 times per day by a team of actual, breathing humans. Just for reference, there are only 1,440 minutes in a day.
4. We've won seven CODiE Awards in the last six years. Not familiar with the CODiEs? Other names that have won honors in this software competition include Google, Adobe, Salesforce and IBM.
5. In the last year, we've combined with or acquired four companies, including Vocus, Gorkana Group, Visible Technologies and Viralheat. We also represent the PRWeb, Help A Reporter Out (HARO) and iContact brands.

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Agenda

8:00 a.m. - 8:35 a.m. **Register, Network, Grab a Bite to Eat!**

8:35 a.m. - 8:45 a.m. **Opening Remarks**

8:45 a.m. - 9:45 a.m. **Social Media Analytics, Part 1: How to Determine Which Data to Pull and Analyze**

Communications professionals struggle more than ever over which social media data to pull and measure. This first of two sessions on social media analytics will help PR pros navigate the proliferation of analytics tools designed to simplify or automate this process, and will feature applied stories and examples of how communications teams determine which data matters most.

SPEAKERS:



Tim Baker
Director of Digital Marketing
& Acquisition
Amazon
@IAmTimBaker



Jennifer Sunshine
Digital Channel & Communities
Leader
GE Power & Water
@generalelectric



Johna Burke
EVP
BurrellesLuce
@gojohnab @BurrellesLuce



MODERATOR:
Steve Goldstein
Editorial Director
PR News
@SGoldsteinAI



INSIGHTFUL REPORTING WORTHY OF THE C-SUITE

BurrellesLuce wants to celebrate the updated Barcelona Principles with you by sharing a media measurement report, based on a sampling of your media coverage, to demonstrate the impact of PR to your C-Suite.

The Barcelona Principles 2.0

1. Goal Setting and Measurement are Fundamental to Communication and Public Relations
2. Measuring Communication Outcomes is Recommended Versus Only Measuring Outputs
3. The Effect on Organizational Performance Can and Should Be Measured Where Possible
4. Measurement and Evaluation Require Both Qualitative and Quantitative Methods
5. AVEs are not the Value of Communication
6. Social Media Can and Should be Measured Consistently with Other Media Channels
7. Measurement and Evaluation Should be Transparent, Consistent and Valid

Whether you rely on our easy-to-use PR software for quantitative reports or need our experienced analysts for qualitative and quantitative reporting, we can help you.

When you need better data, BurrellesLuce is your only solution.
Contact us for a free sample report at burrellesluce.com/prndigital15



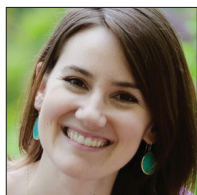
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9:45 a.m. - 10:45 a.m. **Social Media Analytics, Part 2: How to Get Insights from Data and Apply It to Communications Strategies**

In the second part of our deep dive in social media analytics, we'll focus on how to find insights from the data you pull and how to plug those insights back into your communications or content strategy and into your business. This session will also feature tangible examples of how data is applied to the refinement of communications programs.

SPEAKERS:



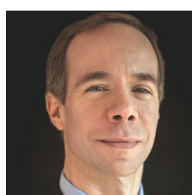
Nadia Goodman
Social Media Editor
TED
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Brian Weber
Corporate Director for Public
Engagement
Bright House Networks
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Nicole Moreo
Senior Manager, Research
and Analytics
Peppercomm
@KikiMoreo @peppercomm



MODERATOR:
Richard Brownell
Group Content Manager
PR News
@rickbrownell

10:45 a.m. - 11:00 a.m. **Networking and Caffeine Break**

11:00 a.m. - 11:45 a.m. **Emerging Platforms: Periscope and Live Streaming's Applications for Brands**

Live streaming by brands has jumped in popularity this year with Twitter's purchase of the Periscope app and its subsequent relaunch after the debut of rival live streaming app Meerkat at this year's South by Southwest. You'll learn how to get started using Periscope and master the technical details of using the app, and will get real-world applications from brand communicators.

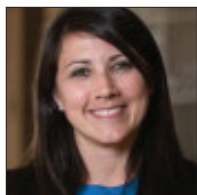
SPEAKERS:



Erika Kauffman
Partner, General Manager &
Executive Vice President
5WPR
@5WPR



MODERATOR:
Seth Arenstein
Editor
PR News
@PRNews



Mallory Perkins
Senior Manager of Digital Strategy
Walmart
@walmart

11:45 a.m. - 12:00 p.m. Networking Break

12:00 p.m. - 1:00 p.m. Luncheon Keynote Presentation: Hidden Behavior Cues That Boost or Bust Credibility

Kare Anderson, author of “Mutuality Matters: How You Can Create More Opportunity, Adventure & Friendship With Others,” and columnist for Forbes and Huffington Post, will offer actionable insights about how to bring out others’ better side (so they see and support yours) in your digital and face-to-face communication. See how to be more frequently quoted. Discover the power of honing a mutuality mindset to cultivate diverse relationships around sweet spots of shared interest and thus attract more opportunities—and stay relevant and sought-after.

KEYNOTER:



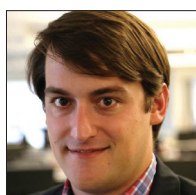
Kare Anderson

Columnist, Forbes and Huffington Post; Author, “Mutuality Matters”
@KareAnderson

1:00 p.m. - 1:25 p.m. 4 Millennials on Chairs Talk Content Diets and Habits

Millennials may be the most studied generation to date, according to the U.S. Chamber of Commerce. This generation has come of age in a larger connected, mobile-device addicted culture and, as a youthful demographic, it’s in communications’ pros’ sweet spot. In this free-ranging conversation with millennial PR pros we’ll discuss the ways in which their technology and content habits are changing the way the rest of us are sharing stories and information.

SPEAKERS:



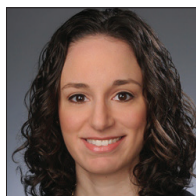
Nick Goodwin

Director, Corporate Issues
Weber Shandwick
@WeberShandwick



Ali Pearce

Senior Account Executive
Peppercomm
@peppercomm



Rebecca Kaufman

Specialist, Worldwide Communications
MasterCard
@MasterCardBecca



MODERATOR:

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Assistant Content Manager
PR News
@PRNews



Maureen McCarty

Deputy Director of Marketing
Human Rights Campaign
@HRC

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1:25 p.m. - 1:45 p.m. Social Media & Customer Service

For years, customer service has been a two-way conversation between the customer and the company (or between a stakeholder and a nonprofit organization). Social media has taken that two-way conversation and broadcast it so it can be heard by many people across the world. How do we, as brand and reputation managers, control how that feedback is perceived, and use that feedback to activate our advocates?

SPEAKER:



Heidi Sullivan
Senior VP & Product Lead,
Content & E-Commerce
Cision
@hksully @Cision



MODERATOR:
Steve Goldstein
Editorial Director
PR News
@SGoldsteinAI

1:45 p.m. - 2:15 p.m. Emerging Platforms: Is Snapchat Right for Your Audience?

The rapid evolution of Snapchat from a disappearing-message service into a genuine content provider has brands wondering whether they should start using the platform. You'll get case study examples of how a variety of organizations are using Snapchat and a clear-eyed assessment of its appropriateness for b2b companies and nonprofit organizations.

SPEAKER:



Kathy Baird
EVP, Strategy and Social
Social@Ogilvy, Ogilvy Washington
@kathymbaird @ogilvypr



MODERATOR:
Richard Brownell
Group Content Manager
PR News
@rickbrownell

2:15 p.m. - 2:30 p.m. Fitness Break

Zumba choreography specialist and instructor Shahidah Ansari will lead Summit attendees in some rejuvenating dance moves to get the blood pumping and energize the room.

INSTRUCTOR:



Shahidah Ansari
Zumba Jammer (Choreography
Specialist) & Instructor
Zumba Fitness
@ShahMoves

2:30 p.m. - 2:45 p.m. Networking Break

2:45 p.m. - 4:00 p.m.**Case Studies: Successful Cross-Platform Audience Campaigns**

The savviest communicators don't think in terms of individual Facebook or Twitter campaigns, they think in terms of audience campaigns that work across social media platforms—campaigns that keep the mobile habits of their audiences in mind. In this session you'll get case studies of audience campaigns that encompass Facebook, Twitter, Instagram, YouTube, Pinterest, LinkedIn and mobile. You'll also find out what measurement tools and strategies were used to prove their success.

SPEAKERS:

Jennifer Brain-Mennes
Director of Media and Public
Relations
Post Foods
@JenniferMennes



Rob Robinson
Senior Social Media Specialist
Nissan North America
@NissanUSA



Joshua Nafman
Senior Director, Brand Marketing
& Digital/Social/Content
KIND Snacks
@nafman @KINDSnacks



MODERATOR:
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Editor
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Marissa Pick
Director of Social Media
CFA Institute
@MarissaPick

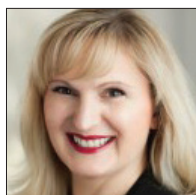
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4:00 p.m. - 4:30 p.m. **Emerging Platforms: Messaging Apps to Watch—and Maybe Use for Your Brands**

If you're like most communications pros, you're struggling to get your arms around messaging apps. We'll look at some of the most popular and fastest-growing messaging apps like Yik Yak, WhatsApp, Facebook Messenger and WeChat, and help you determine how they may be changing the way your audience, customers or members are communicating—and how you might consider plugging them into your communications strategy.

SPEAKERS:



Katrina Klier
Global Managing Director of Digital
Marketing and Communications
Accenture
@KatrinaKlier



MODERATOR:
Mark Renfree
Assistant Content Manager
PR News
@PRNews



Anastasia Lopez
Vice President of Social Media
PadillaCRT
@Anastasia_NYC @PadillaCRT

4:30 p.m. - 4:35 p.m. **Closing Remarks**

PRNews

Mark Your Calendars!

OCTOBER

10/16 Entry Deadline: CSR Awards

10/21 Snapchat Webinar

10/26 Writing Workshop in NYC

10/26 Platinum PR and Agency Elite Awards Luncheon in NYC

10/30 Entry Deadline: Nonprofit PR Awards

NOVEMBER

11/9 Digital PR Awards Luncheon in NYC

11/9 Video Workshop in NYC

11/13 Entry Deadline: Diversity Heroes Awards

11/17 SEO Boot Camp in Chicago

11/18 Measurement Conference in Chicago

11/19 Periscope Webinar

DECEMBER

12/9 PR People, Rising Stars and Top Places to Work Awards Luncheon in D.C.

12/10 PR News Boot Camp: Google for Communicators in D.C.

12/11 Media Relations Conference in D.C.

12/11 Entry Deadline: Social Media Awards

Questions? Contact PR News' Rachel Scharmann at rscharmann@accessintel.com or 301-354-1713.

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Attendees

As of 9-24-15

| FIRST NAME | LAST NAME | JOB TITLE | COMPANY | TWITTER HANDLE |
|------------|----------------|--|--|-----------------------------|
| Pam | Abbazia | Social & Digital Media Manager | Domino Foods Inc. | @pamabbazia |
| Sergio | Aguirre | Senior Account Manager | Cision | |
| Tim | Ahern | Director, Media Relations | The Trust for Public Land | @timahern |
| Norah | Alberto | Global Communications Director | Tristar Products | @norahy2k |
| Claudia | Allen | Social Media Manager Editor | National Association of Colleges and Employers | @claudiaallen, @naceorg |
| Michael | Amato | Visual Information/Public Affairs Specialist | NPS | @loeb88 |
| Kare | Anderson | Author and Columnist | Forbes, Huffington Post, "Mutuality Matters" | |
| Seth | Arenstein | Editor | PR News | @PRNews |
| Ana | Baca | VP Marketing & Communications | Bueno Foods | @buenofoods |
| Kathy | Baird | EVP, Strategy and Social | Social@Ogilvy | @kathymbaird |
| Tim | Baker | Director of Digital Marketing & Acquisition | Amazon | |
| Lisa | Batitto | Manager of Public Relations | Newark Museum | @newarkmuseum |
| Nilsa | Benitez | Communications Coordinator | CFA Institute | @nilsaebenitez |
| Alyssa | Bernstein | Publicity Coordinator | ABC News | @abernstein809 |
| Pamela | Berrondo | Business Strategy Director | Likeable Media / MVS Radio | |
| Sarah | Bird | Social Media Manager | Rinck Advertising | @sirish1 |
| Brandan | Bishop | Research & Marketing Specialist | MiniTour Mentor | @bbish30 |
| Elizabeth | Borcik | Social Media Supervisor | Planit | @LizBorcik |
| Jennifer | Brain-Mennes | Director of Media and Public Relations | Post Foods | @JenniferMennes |
| Bethany | Brock | Director, Digital Marketing | Bell Techlogix | @belltechlogixhq |
| Richard | Brownell | Group Content Manager | PR News | @RickBrownell |
| Kari | Brownsberger | PR Director | Signal TM | @kbrownsberger |
| Johna | Burke | EVP | BurrellesLuce | @gojohnab |
| Caroline | Burns | Marketing & Social Media Manager | Retail Industry Leaders Association | @rilatweets |
| Cara | Buscaglia | Insights Director | Ebiquity | |
| Ashley | Cerasaro | Director of Communications and Digital Media | AVE by Korman Communities | @AveLiving, @ajcflanagan |
| Everett | Chinn | Public Relations Specialist | Greenville Public School District | @GPSDSpokesman |
| Meg | Cotter Mazzola | Manager of Federal Projects | CREDO @ Stanford University | @CREDOatStanford |
| Alfred | Cox | Director, Business Development | BurrellesLuce | @BurrellesLuce |
| Morgan | Cruz | Marketing Content Coordinator | MHI | @mhi_morgan |
| Laura | Czaja | Director, Worldwide Communications | Burson-Marsteller | @lauraczaja |
| Fernanda | Dabori | President | Advise Comunicação Corporativa | @FeDabori |

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| Jenny | Dahl | Assistant Editor, Digital | Brief Media | @smalldahl |
| Patti | Davis | Executive Director/Media relations | National Center for Missing & Exploited Children | @missingkids |
| Renee | Day | Sr. Manager of Strategic Marketing & Communications | LDR Spine | @reneemarlowday |
| Amy | Decker | Social Media Specialist | NJM Insurance Group | @NJMIns |
| Elizabeth | DeLuca | Associate Director, Corp Communications | Teva Pharmaceuticals | @elizdeluca |
| Raymond | DiPierro | Account Executive, Cision Social Edition | Cision | |
| Lori | DiVeglia | Advertising Coordinator | NYSUT | |
| David | Dobes | Solutions Consultant, North America | Stratigent LLC | @ddobes |
| Jodi | Dorman | AVP-Public Relations | Chubb Group of Insurance Companies | @ChubbInsurance |
| Lauren | Dukes | Executive Project Manager | iMiller Public Relations | @Lauren1dukes |
| Denyce | Duncan Lacy | Manager of Integrated Media | NYSUT | |
| Sarah | Engel | Communications Specialist | Johns Hopkins University | @JHUNursing |
| Cassidy | Fitzpatrick | Director of Community Engagement | New World Symphony | @fitzcassidy |
| Peyton | Fleming | Ceres | Ceres | @PeytonCeres |
| Amanda | Flitter | Communications Administrator, Web Content Manager | New Hampshire Housing Finance Authority | @NHHFA |
| Colleen | Flood | VP Agency Relations | BurrellesLuce | @BurrellesLuce |
| Dwayne | Foster | President & CEO | Stinson Press, Inc. | |
| Anna | Frable | VP, Communications | Novartis | @annafrable |
| Denise | Free | External Communications Manager | American Water | @amwater |
| Otis | Gamboa | Social Media Manager | Hospital for Special Surgery | @HSPeicalSurgery |
| Carolyn | Gemra | Partnership Marketing Coordinator | Barnes & Noble College | @BNCollegeMkgt |
| Colleen | Giannone | Social Media and Community Manager | Sungard Availability Services | @SungardAS |
| Amy | Glaspie | Marketing & Communications Manager | Society for Research in Child Development | @amy_glaspie |
| Steve | Goldstein | Editorial Director | PR News | @SteveGoldsteinAI |
| Nadia | Goodman | Social Media Editor | TED | @nadiagoodman, @TEDTalks |
| Nick | Goodwin | Director, Corporate Issues | Weber Shandwick | @WeberShandwick |
| Kirstin | Grantham | Media Relations | AgriBank | @AgriBank_FCB |
| Stephanie | Hague | Communications Program Manager | American Century Investments | @AmericanCentury |
| Kayla | Hamberg | Senior Associate, Digital Communications Group | Sard Verbinen & Co | |
| Marc | Hartzman | Group Creative Director | kbs+ | @donthaveone |
| Savannah | Highsmith | Communications & Social Media Specialist | The Home Depot | @savhighsmith |
| Brandi | Hunter | Marketing Communications Director | Waste Pro USA, Inc. | @blhunter77 |
| Will | Jason | Communications Manager | Lincoln Institute of Land Policy | @willjason |

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| FIRST NAME | LAST NAME | JOB TITLE | COMPANY | TWITTER HANDLE |
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| Amy | Jefferies | VP of Marketing and Brand Publisher | PR News | @Aujefferies |
| Keith | Kaplan | Social Engagement Strategist | IBM | @krazykaplan14 |
| Natalka | Karaman | Corporate Digital Communications Specialist | DENTSPLY International | @Talka_kara |
| Erika | Kauffman | General Manager and Exectuvie Vice President | 5W Public Relations | @erikakauffman55 |
| Rebecca | Kaufman | Specialist, Worldwide Communications | MasterCard | @MasterCardBecca |
| Katie | Keating | Program Manager for Social Brand Strategy | IBM | @thingsshesaid |
| David | Kemp | President | CurePSP | @primeoflife661 |
| Katrina | Klier | Managing Director, Marketing & Communications, Digital | Accenture | @Accenture |
| Nikki | Krivanek | Digital/Video Production Manager | EnCore Marketing & Design LLC | @encore_mktg |
| Elizabeth | Kubychek | SVP, Marketing & Communications | Bell Techlogix | @belltechlogixhq |
| Emily | Lambe | Manager, Communications | Association of Global Automakers | @HereforAmerica |
| Janay | Lampkin | Social Media Manager | SparkPoint Studio | @janaylampkin |
| Jenny | Lawhorn | Principal | Silverbee | @SilverbeePR |
| Laura | Lebaudy | Senior PR Strategist | Brabendercox | @llebaudy |
| Caroline | Leone | VP Executive Creative Director | EnCore Marketing & Design LLC | @encore_mktg |
| Kelly | Lindner | Communications Specialist | Texas County & District Retirement System | @TCDRS |
| Stephanie | Loeb | Visual Information/Public Affairs Specialist | NPS | @loebs88 |
| Anastasia | Lopez | Vice President of Social media | PadillaCRT | @Anastasia_NYC, @PadillaCRT |
| Christelle | Lujan | Director of Marketing | SparkPoint Studio | @BookSparks |
| Gabriela | Maldonado | Public Relations Officer | Popular, Inc. | @gb_maldonado |
| Ralph | Maratta | PR Specialist | Chubb Group of Insurance Companies | @Chubbinsurance |
| Maureen | McCarty | Deputy Director of Marketing | Human Rights Campaign | @HRC |
| Colin | McEvoy | Director of Communications | Lehigh Valley Economic Development Corp. | @LVEDC |
| Kristi | McKee | Associate Director of Communications | Purchase College, SUNY | @SUNY_Purchase |
| Amanda | Merced | Sr. Account Supervisor | MCS Healthcare Public Relations | @MCSHealthcarePR |
| Stacey | Merkin | Manager, Partnership Marketing | Barnes & Noble College | @BNCollegeMktg |
| Melissa | Moody | Social Media Assistant Coordinator | Turkey Hill Dairy | |
| Nicole | Moreo | Senior Manager, Research and Analytics | Peppercomm | @kikimoreo, @peppercomm |
| Viktoriya | Moroney | Sr. Manager - Communications and Social Media | UCB | @VickyT59 |

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More information: Rachel Scharmann at rscharmann@accessintel.com

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|------------|------------|--|-------------------------------------|--|
| Stephen | Morrison | VP Enterprise Relations | BurrellesLuce | @BurrellesLuce |
| Dennis | Mulligan | Visual Information/Public Affairs Specialist | NPS | |
| Jane | Myers | Communications Manager | Association of Corporate Counsel | @ACCInhouse |
| Joshua | Nafman | Senior Director, Brand Marketing & Digital/Social/Content | KINDSnacks | @nafman, @KINDSnacks |
| Monica | Nguyen | Social Brand Strategist | IBM | @ciaoblue |
| Alex | Nicolin | Graphic Designer | Stinson Press, Inc. | |
| Andrea | Nikolaus | PR & Social Media Coordinator | Turkey Hill Dairy | |
| Patricia | Odell | Promotional Awards Director, Chief Marketer | Chief Marketer/ Access Intelligence | @CM_PattyOdell |
| Nicole | O'Neil | Public Relations and Social Media Manager | Univest Bank and Trust Co | @univestcorp |
| Hannah | Ostroff | Public Affairs Specialist | Smithsonian Institution | @hannahostroff |
| Lauren | Papasidero | Corporate Social Media Specialist | Subaru of America | @LaurPapasidero |
| John B. | Patterson | Director of Public Relations | Raytheon | |
| Ali | Pearce | Senior Account Executive | Peppercomm | @peppercomm |
| Annemarie | Pender | Director, Communications | Association of Global Automakers | @GloblAutomkrs |
| Mallory | Perkins | Senior manager of Digital Strategy | Walmart | @walmart |
| Marissa | Pick | Director of Social Media | CFA Institute | @MarissaPick |
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