

| Time | Presentation | Speaker | Presentation Title |
|--------------------------------|----------------------|---|--|
| 9 a.m. - 9:10 a.m. | Welcome | Renee Robinson, APR, President, PRSA Colorado | Welcome and Announcements |
| 9:10 a.m. - 9:55 a.m. | Morning Key note | Matt Mosely, Partner and Chief Strategy Officer, Dovetail Solutions | The Art of Controlling Your Environment: Enhancing How You Communicate |
| 10:05 a.m. - 10:50 a.m. | Ethics Session | Dawn Doty, APR, Instructor, University of Colorado Boulder | Ethics as Culture in the Workplace |
| 11:00 a.m. - 11:45 a.m. | Morning Session 2 | Marie Logsdan, Director of Strategic Communication, Office of Gov. Hickenlooper | Crisis Communications at the State Level |
| 11:45 p.m. - 12 p.m. | Break for lunch | | |
| 12 p.m. - 12:05 p.m. | Announcements | Amy Sperber, APR, President-elect, PRSA Colorado | Lunch Remarks and Announcements |
| 12:05 p.m. - 12:15 p.m. | Chair's presentation | Jane Dvorak, APR, Fellow PRSA, PRSA National Chair | A PRSA National Update |
| 12:15 p.m. - 1:00 p.m. | Lunch Keynote? | Matt West, Global Head of Training and Facilitation, Golin | Storytelling in the Next Digital Age |
| 1:10 p.m. - 1:50 p.m. | Breakout Session 1 | Taylor Lobato, Director of Policy Communications, Colorado Farm Bureau | Too Many Fish in the Sea: Grassroots Strategies to Sort Through the Advocacy Clutter |
| | | Kristin Carpenter-Ogden, Founder and CEO, Verde Brand Communications | Live Monumental Case Study: KEEN Footwear Helps Designate National Monuments |
| | | David Arvin, President, Visibility International | Blink and They're Gone! How to Win Back Today's Customers |
| 2 p.m. - 2:40 p.m. | Breakout session 2 | PR Boost Coaching | Check in at the PR Boost table for your counselor/ non-profit match |
| | | Brett Edgerly, Senior Digital Marketing Strategist, JEMSU Digital Marketing | Bridging the Gap Between PR and SEO: How to Leverage Your Efforts for Digital Success |
| | | Jane Dvorak, APR, Fellow PRSA, PRSA National Chair | Thinking about Becoming an Independent Practitioner? Tips and Tricks for Going out on Your Own |
| 2:50 p.m. - 3:30 p.m. | Breakout session 3 | PR Boost Coaching | Check in at the PR Boost table for your counselor/ non-profit match |
| | | Robert Austin, Director of Public & Professional Relations, Rocky Mountain Lions Eye Bank | Abandoning Awareness Campaigns: A New Methodology for Addressing Issues and Changing Behaviors |
| | | Meg Ruggieri, Social Media Strategist, Bound Agency | Humanizing Your Brand With the Art (and Science) of Storytelling |
| 3:40 p.m. - 3:45 p.m. | Announcements | Renee Robinson, President, PRSA Colorado | Afternoon Announcements |
| 3:45 p.m. - 4:30 p.m. | Afternoon Keynote | Jeremy Story, Vice President, Ground Floor Media and Publisher, Denver PR Blog | PR Hits and Misses: Don't crash your ship |