



# PRSA 2010 MICHIGAN CONFERENCE

**Thursday, April 22**

**Rock Financial Showplace**

46100 Grand River Avenue | Novi, MI 48374

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# PRSA 2010 Michigan Conference Program

## 8:00 – 9:30 a.m. BREAKFAST & OPENING SESSION

### Through the Looking Glass – Transforming for the Future

*Ed Gordon, Keynote Speaker*



Change is all around us. As a country, we continue to witness unprecedented change in nearly every aspect of our society. And while the news changes, so does the way in which reporters report it. And how readers and viewers are exposed to it. And, subsequently, how they share it. Join award-winning anchor, editor, host and broadcaster Ed Gordon as he discusses the changes in journalism he's witnessed over his illustrious career, and the adaptations he's made to remain a relevant, versatile and powerful member of the news world. Hear his insights into how to use change as a means to continuously reevaluate your strategies and methods and remain at the top of your PR game.

Gordon, former BET host, Today Show and Dateline NBC commentator and 60 Minutes contributor is the recipient of numerous awards including the National Association of Black Journalists (NABJ) Award of Excellence and the organization's Outstanding Journalistic Endeavor award. Other awards include an Emmy and the Communication Excellence to Black Audiences (CEBA) awards for Merit, Distinction, and Excellence. Gordon has also been nominated for an ACE award, cable television's highest honor.

## 10:00 – 11:30 a.m. MAKING USE OF EVOLVING TECHNOLOGIES

### Session A: Wake Up and Smell the Coffee

*Bob Fish, Co-founder & CEO of Biggby Coffee*

What is Biggby's recipe for success? Like any top company, it starts at the top with a man known to legions of fans and admirers as "Biggy Bob," who has created and continues to perpetuate a culture based on important core values. From there, those values, in concert with innovative promotions, marketing, social media use and good old fashioned hand-shaking, trickle down to permeate the entire organization.

### Session B: Skipping the Middleman – Engaging the Consumer

*Facilitator: Jacqueline Trost, Tschetter & Associates*

*Case Study Panel: Mary Henige, APR, General Motors Company; Sam DeLa Garza, Ford Motor Company; and Adrienne Lenhoff Wise, Shazaaam! - National Beverage Corp.*

Social media has moved PR beyond testimonials. See how three organizations are letting their customers promote their products with little direction or control by corporate marketers or PR agencies.

### Session C: Leveraging your brand in a digital world – From strategy to execution

*Curtis Jackson, The Quell Group & Michael Pranikoff, PR Newswire*

Like all good campaigns, leveraging your brand in a digital world is best executed with a plan. Learn how to integrate digital tools, which tools to use and how to measure results from those who are ahead of the class.

**Noon – 1:30 p.m. LUNCHEON SESSION**

**Be better, or take up residency on the Isle of Mediocrity**

**Peter Shankman, Keynote Speaker**



Here's what it comes down to - All the social media in the world, no matter how fun it may be to use, is pointless if you can't find a way to use it to increase your revenue. At the end of the day, that's what truly matters. Fortunately, you can have it all - the cool - and the revenue - if you remember a few simple rules about social media and how to use a few key tools. Join Peter Shankman as he discusses these tools - what to use, what to avoid, and most importantly, how to make them work for you and your business.

Shankman is the creator of Help A Reporter Out (HARO), which in under a year has become the de-facto standard for thousands of journalists looking for sources on deadline, and the founder and CEO of The Geek Factory, Inc., a boutique Marketing and PR Strategy firm located in New York City, with clients worldwide, including: Snapple, NASA, Walt Disney World, Abercrombie and Kent, The Ad Council, American Express, Discovery Networks, Napster, Juno, Harrah's Hotels, and many others.

**2:00 – 3:30 p.m. TACTICS IN A CHANGING ENVIRONMENT**

**Session A: We Sell Pizza. What Could Go Wrong? Domino's Crisis Case Study**

*Tim McIntyre, Vice President of Communications, Domino's Pizza*

Back by popular demand after a sold-out program to PRSA-Detroit in December, Domino's Pizza VP of Communications Tim McIntyre will reprise his program, "We Sell Pizza. What Could Go Wrong?" with updates on what has transpired since his program regarding the infamous YouTube Incident of 2009. Come prepared to hear not only how Domino's successfully handled the crisis (so much so that Tim was named PR News' 2009 "Crisis Manager of the Year") that could have threatened the reputation of this global brand, but also how you can apply lessons learned to your own crisis management programs.

**Session B: A New Set of Social Skills – Learn from the Students and their Professor**

*Facilitator: Shelly Najor, Ph.D., APR, Wayne State University*

*Panel: Angela Hernandez, Central Michigan University; Sara Williams, Eastern Michigan University; Liz Trudeau, Wayne State University*

Students will mentor newbies in social media and show how they hope to translate their experience from the classroom to practice. Learn which social media are effective and how to use them to put out fires, attract followers and track effectiveness. Professors will join the discussion to show how they are teaching practical business applications of social media.

**Session C: A Seat at the Table – Counseling the C-Suite**

*Facilitator: Linda Hagan, Ph.D., APR, Walsh College*

*Panel: Lorie Kessler, DTE Energy; Rose Glenn, APR, Henry Ford Health System; and Jeff Lambert, Lambert, Edwards & Associates*

Join senior communication counselors as they share their insights from working with senior leaders of their organizations, some tips and stories from their best practices.

**3:45 – 5:00 p.m. LEADING THE PR EVOLUTION**

**Session A: From Backpack to Briefcase – Unleashing the Potential of a Multi-generational Profession**

*Facilitator: Kelly Gasior, Trinity Senior Living Communities*

*Panel: Holly Myles, Eisbrenner Public Relations; Tim Wieland, APR, Airfoil Public Relations; Pam Young, APR, Eastern Michigan University*

Today's students are part of a new generation, with a different world view than Boomers and Gen-X. How can the Boomers and Gen-X help the "Millennials" make the transition from students to professionals? What can the rest of us learn from the "Millennials"? How can we better work together to build a stronger profession for the future?

**Session B: New Hospital is No Place for Old Media**

*Case Study Panel: Dwight Angell, Liz Schnell, and Carey Chesney of Henry Ford Health System*

Imagine a grand opening with no press conference, no guided tours, no speeches or PowerPoint presentations. That's exactly what this team of PR professionals did. Opening up the doors of the hospital to the media to create their own story, interview key leaders on the spot and shoot photos or video of anything presents a new twist to the textbook model. This case study provides insight to this outrageous strategy.

**Session C: Lights, Camera, Action – The Role of Public Relations in the Developing Michigan Film Industry**

*Facilitator: Paula Tutman, WDIV News*

*Panel: Chris Baum, Senior Vice President, Film Detroit (division of Detroit Metro Convention & Visitors Bureau); Rick Hert, Executive Director, West Michigan Film Office (West Michigan Tourist Association); and Ken Droz, Communications Manager, Michigan Film Office*

Michigan the movie capital of Hollywood? Learn why Michigan became the film industry's latest hot spot, how executives from around the state are promoting Michigan's leading tax credit to lure film makers, and what the future holds in store for this burgeoning Michigan industry.

**5:30 – 7:30 p.m. AFTER GLOW AT DIRTY MARTINI**

**Networking Reception & Meet and Greet with Keynote Speaker, Peter Shankman**

*\*\$15 registration fee includes drink ticket and appetizers. Open to conference attendees only.*

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*(located 2 miles east of the Rock Financial Showplace above Andiamo Italia - [click here](#) for Google map)*

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