

CALL FOR PRESENTATIONS

We invite you to share your experience and expertise at the PRSA | GA 2008 Annual Conference to be held on Thursday, May 7, 2009, at the Loudermilk Center in downtown Atlanta.

The PRSA | GA Annual Conference brings together the top public relations professionals in Georgia for networking and educational sessions on issues affecting the industry. You can participate in this conference by submitting an innovative and compelling presentation proposal that will provide attendees with best practices for public relations, growing business and career development. All presentations must be relevant to the field of public relations and can be targeted to early, mid and/or senior-level public relations professionals.

Presentations at the PRSA | GA Annual Conference will be grouped in tracks, that include:

- **The Evolving Professional:** Intended for professional looking to improve their leadership/management abilities.
- **Innovation and Strategies:** Intended for mid-to-senior level practitioners.
- **Specialization and Practice:** Intended for “new and now” topics of interest for all practice levels.
- **Tactics and Tools:** Intended for those who want to refresh their skills or learn something new.

NOTE: Presenters at the 2009 PRSA | GA Annual Conference will not receive monetary compensation or travel/accommodations funding. All expenses must be incurred by each individual presenter.

TOPICS CAN INCLUDE:

- New media
- Issues facing the public relations industry
- Case studies highlighting innovative approaches to public relations
- Panels debating relevant industry issues
- Professional skills development (can apply to general business or public relations)

WHO CAN PRESENT? Proposals are welcome from public relations and other communications professionals and educators. Submissions are also welcome from other field-related experts such as management consultants, journalists, editors and specialists in the field of graphic design, interactive communications research and communications measurement. All presentations MUST be noncommercial.

WHAT KIND OF PRESENTATION SHOULD YOU PROPOSE? Those attending the conference are public relations professionals from the Georgia and Southeastern regions. Attendees cover all industries—agency, corporate, nonprofit—and experience levels. Presentations should be targeted to one or more of these groups. The conference sessions are designed to educate, inform and intrigue our attendees with the latest in up-to-date theory, strategy and practice. The sessions last approximately 75 minutes and are best when interactive.

WHEN IS THE PROPOSAL DEADLINE? All proposals will be accepted from Monday, Sept. 22, 2008, through Friday, Oct. 10, 2008.

WHERE YOU CAN SUBMIT YOUR PRESENTATION: Online at www.prsageorgia.org

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