



PROFESSIONAL DEVELOPMENT WORKSHOP **AUGUST 8, 2017**

Hyundai Motor Manufacturing Alabama | Training Center

WORKSHOP AGENDA

Workshop Check-in, Professional Head Shot & Breakfast-on-the-Go

Generously donated by Chick-Fil-A Eastdale

Welcome

Mendie Nord, President-Elect
PRCA Montgomery

Greetings from Our Host and Presenting Sponsor

Robert Burns, Director, Human Resources Sub-Division
Hyundai Motor Manufacturing Alabama

The Next Model: A Facilitated Conversation About the Future of PR

Simone Byrd, Associate Professor,
Public Relations | *Alabama State University*
The Next Model:
A Facilitated Conversation About the Future of PR

FAST BREAK

TIME FOR A TUNE UP!

Apps & All That
Social Media Tools & Tips
Websites for Dummies

YOUR PIT CREW:

Kim Wright, *City of Montgomery*
Ashley Jernigan, *JDB Hospitality, LLC*
Tina McManama, *MacZas, LLC*

FUEL UP | Lunch

Generously donated by Newk's Eatery

Keeping Your TV Interview from Going Viral for the Wrong Reasons

Michael Briddell, Director of Public
Information and External Affairs,
City of Montgomery

FAST BREAK

Power in PR: Shaping the Conversation (Because PR Starts Long Before the Crisis)

Monica Thornton, Vice President
Georgia Conservancy, Atlanta, GA

PUT YOUR PR PEDAL TO THE METAL