



**NEXT**  
**GENERATION PR**

**April 6 - 7, 2018**  
**Regional Conference**  
**California State University, Fullerton**





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## Schedule at a Glance

### Friday, April 6

10:00 a.m.-11:30 a.m.	Echo Media Group Tour
10:00 a.m.-2:00 p.m.	Global Results Communications Tour & Boot Camp
10:30 a.m.-12 p.m.	Taco Bell Corporation Tour
12 p.m.-1:30 p.m.	Edelman Tour
12:30 p.m.-2 p.m.	Taco Bell Corporation Tour

### Saturday, April 7

8:00 a.m.-9:00 a.m.	Registration & Breakfast
9:00 a.m.-9:10 a.m.	Welcome
9:10 a.m.-9:50 a.m.	Keynote Address
9:50 a.m.-10:00 a.m.	Send-Off & 50th Anniversary Giveaways
10:10 a.m.-10:50 a.m.	Break-Out Session
11:00 a.m.-11:40 a.m.	Break-Out Session
12:00 p.m.-1:00 p.m.	Luncheon
1:00 p.m.-1:10 p.m.	Student-Run Firm Session
1:15 p.m.-2:15 p.m.	Special Session
2:25 p.m.-3:10 p.m.	Break-Out Session
3:20 p.m. - 4:00 p.m.	Closing Remarks & 50th Anniversary Giveaways



# PRSSA REGIONAL CONFERENCE

APRIL 6 - 7  
HOSTED BY CALIFORNIA STATE UNIVERSITY, FULLERTON

<b>EVENING MIXER</b>	<b>BREAK-OUT SESSIONS</b>
<b>NETWORKING</b>	<b>DISNEY DAY</b>
<b>CAREER TOURS</b>	<b>BOOT CAMPS</b>
	<b>GIVEAWAYS</b>

# LAUNCH YOUR CAREER



## About Next Generation PR

Next Generation PR leads the Western Regional Conference showcasing industry leaders in the careers of public relations, social media, marketing, graphic design and more. Attendees will explore the generations of communications professionals who have stepped in our shoes through speaker panels, workshops, boot camps, tours, mixers and more.

## About Public Relations Student Society of America

California State University, Fullerton's Public Relations Student Society of America (PRSSA) leads the pre-professional organization for students to jump-start their careers in communications and public relations.

As one of the largest international Chapters, CSUF exposes members to all facets and intricacies of the communications profession by providing speaker events, career tours, mixers, conferences and more. CSUF also offers a student-run public relations firm that exposes students to real-world opportunities such as social media management, red carpets, and writing.

Founded by Robert E. Rayfield in 1968, CSUF PRSSA today fosters nearly 300 members and continues to grow year-over-year.

## Stay In the Know

### #NextGenPR

Facebook: @nextgenpr  
Instagram: @nextgenpr  
Twitter: @nextgenprssa

### #PRSSA

Facebook: @csufprssa  
Instagram: @csufprssa  
Twitter: @csufprssa

## Stay Connected

### Steps to Connect to Wifi:

1. Connect to CSUF Guest
2. Type Information

## Photography and Videography Notice

Please be aware that by participating in PRSSA's Regional Conference, you are automatically authorizing PRSSA, PRSA, CSUF, Next Gen PR, and its employees, to use your name, photograph, voice or other likeness for purposes related to the mission of PRSA and PRSSA including but not limited to publicity marketing, websites, other electronic forms, as well as media and promotion of PRSA, PRSSA and its various programs.





**Ken Hagihara**  
Faculty Adviser



**Arianna Ford**  
Conference Chair



**Andrew Vo**  
President



**Nicole Freeman**  
VP of Professional Development



**Daniel Smoke**  
VP of Professional Development



**Emma Bramer**  
Vice President



**Allison Thuang**  
VP of Finance



**Rachel Mayhew**  
VP of Outreach



**Sam Panganiban**  
VP of Administration



**Kristen Cuaresma**  
VP of University Relations

**Keynote Session**

9:10 a.m.-9:50 a.m. | Pavilion ABC



- Chief Executive Officer, KCOMM
- Chairman and Founder, the Internet Marketing Association
- Founder, Chapman50
- Founding Board Member, Pretend City Children’s Museum
- Member of the Board of Governors, Chapman University
- YMCA National Outreach Chairman, Youth and Government
- Trustee, Boys Town California

Sinan Kanatsiz has effectively made his mark as an outstanding entrepreneur. In 1998, while studying for a master’s degree at Chapman University, he followed his entrepreneurial spirit and formalized his first company, KCOMM, a Public Relations and Internet marketing agency. The company quickly evolved into a full-service marketing, government affairs and event marketing firm known for its Internet expertise and results-oriented approach.

In less than ten years, Sinan grew the firm to several million dollars in revenue, opening business centers in Dallas, New York, Dubai, Istanbul, Montreal, London, Argentina and Delhi. Currently, KCOMM has developed campaigns for over 1,300 of the most prominent companies throughout the world. These include organizations ranging from innovative start-ups to New York Stock Exchange and Nasdaq listed companies such as Oracle, Sony, Evite, Microsoft, Cision, eBay, T-Mobile, HP and the University of Phoenix.



# BREAK-OUT SESSIONS

## Runway Recap: A Look at Special Events

10:10 a.m.-10:50 a.m. | *Ontiveros*

No matter the industry, one of the leading ways to build a loyal community and engaged followers is via events. During this session, Carly Vidal Wallace, founder and director of Brisbane Fashion Month, will guide you through keys points on event management: how to successfully plan, run, create, and market a successful event for a brand, land sponsorships, and how to keep it coming back as an annual event.



**Carly Vidal Wallace**  
Director,  
Brisbane Fashion Month

## Highlighting Your Talents in Beauty Relations

10:10 a.m.-10:50 a.m. | *Alvarado AB*

Make up your mind about the beauty industry with ColourPop! Hear how the LA-based brand strategizes their product launches and partners with influencers to ensure their products are being seen through digital platforms while working closely with the media.



**Jordynn Wynn**  
Marketing Manager,  
ColourPop Cosmetics

## Get Your Head In the Game: Sports Entertainment

10:10 a.m.-10:50 a.m. | *Theatre*

No matter the goals, the desire to be better and to obtain results is always top priority. Learn what it takes to be a sports communicator from speakers who deliver a range of strategies and tactics to help maximize a clients name, brand and team.



**Andrew Howard**  
Manager,  
Communications  
with the NFL



**Grace Coryell**  
Communications  
Manager, ESPN



## PR on the Grid

10:10 a.m.-10:50 a.m. | *Gabrieleno*

As the digital age expands and technology advances on a daily basis, it is crucial for public relations and social media strategists to plan ahead. Hear how communications specialists integrate creative strategies and ideas to maximize their clients results.



**Krista Sparks Kiner**  
Account Director,  
Finn Partners



**Eddie Garcia**  
Senior Media Manager for  
Nintendo of America, Golin





# BREAK-OUT SESSIONS

## Oh, Snap! Managing Crisis Communications

11:00 a.m.-11:40 a.m. | *Ontiveros*

A scandal can be challenging for any brand, company, or individual when every minute that passes by is crucial. How do you plan for the unexpected? Join us as crisis communications expert, Holly Baird, shares all the juicy secrets to staying on top when managing a crisis!



**Holly Baird**  
Member of the Firm,  
Sitrick and Company

**SITRICK AND COMPANY**  
CRISIS AND STRATEGIC COMMUNICATIONS FIRM

## PR, but then Make it Fashion

11:00 a.m.- 11:40 a.m. | *Theatre*

From rack to runway, fashion is ever-evolving! How do you stay up-to-date with the latest trends? Explore how leading clothing companies market themselves on social media and how to stay relevant in the fast-paced fashion industry. Put down your sketchbook and pick up your notepad.



**Kristen Tambara**  
Nike Sportswear  
Brand Manager,  
Nike



**Alyssa Rara**  
Talent Relations Manager,  
Brand Marketing,  
REVOLVE



**Yasemin Bilge**  
Entertainment  
Relations Coordinator,  
Christian Dior Couture

**REVOLVE**

**Dior**

## Behind the Magic: Disneyland Events

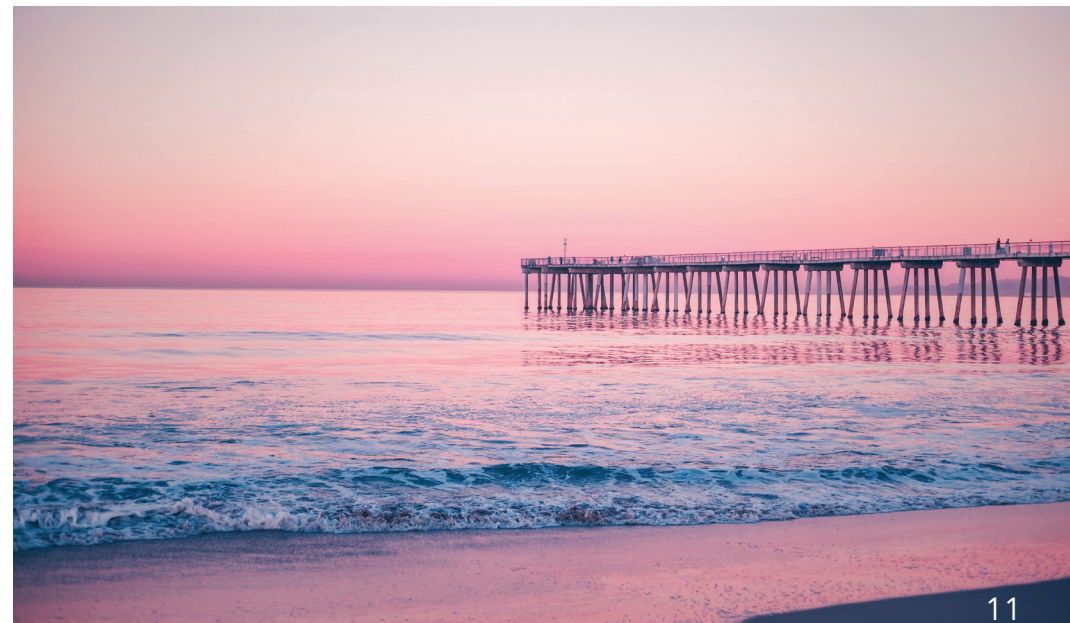
11:00 a.m.-11:40 a.m. | *Alvarado AB*

Disney is known for its unstoppable cinema production. But what does it take to put on the show that makes it the happiest place on Earth? From team collaboration to corporate creativity, hear what the global entertainment company does to keep the magic alive!



**Pat Denis**  
Senior Manager,  
Entertainment Technical Services/  
Show Services,  
Disneyland Resort

**Disneyland**  
RESORT





## Sliding Into Their Inbox Like...Media Relations

11:00 a.m.-11:40 a.m. | *Gabrielino*

First impressions are everything. Whether you're sliding into an inbox or connecting on LinkedIn, your initial impression could make a lasting impact. Hear how public relations practitioners create memorable relationships while giving you the tips to stand out with the media.



**Yvonne Graham**

Publicity Director, Artist Relations  
Disney-ABC Television Group



**Robyn Harney**

Publicist,  
Media/Talent Relations,  
Sony Pictures Entertainment



**Jessica Neuman**

Media Manager &  
Sr. Account Executive,  
Westbound Communications



**Vanessa Kromer**

VP of Communications,  
Nederlander Concerts



## Student-Run Firm Session

1:00 p.m.-1:10 p.m. | *Pavilion ABC*

Central Washington University takes a look into PRSSA National Affiliated firms and its value towards local businesses. After compiling agency work from its Central Communications Agency over the course of one year, the firm compared the prices of its free work to the price of services offered by a boutique PR Agency in Seattle, Washington. These numbers show how valuable PRSSA Firms are to local businesses.

**Hannah Cottle**, *Firm Director, Central Communication Agency*  
**Leanne Fraker**, *President, Central Washington University PRSSA*  
**Emily DuPlessis**, *Central Washington University PRSSA Adviser*

## Beyond the Velvet Ropes

1:15 p.m.-2:15 p.m. | *Pavilion ABC*

It's not all glitz and glamour behind-the-scenes of Hollywood. As a renowned publicist for the OSCARS®, Steve Rohr is only one of three show publicists in the last 20 years. His passion for the star-studded secrets of the entertainment industry will give you an inside look at the red carpet, the value of entertainment, and its reputation management as the show must go on.

THE  
OSCAR<sup>®</sup>S



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# STEVE ROHR

Steve Rohr is a widely-recognized Communication expert, bestselling author, TEDx speaker and the Show Publicist for the Academy Awards®. Since 2016, Steve has served as the Show Publicist for the OSCARS®, spearheading the worldwide publicity for the annual telecast, broadcast live in the United States on the ABC Television Network and via broadcast partners in 225 countries and territories.

Prior to this role, Steve was founder/president of an LA-based entertainment public relations agency representing award-winning actors, recording artists, personalities, authors and films. He is a member of the Television Academy (Public Relations Peer Group) and the Publicists Guild.



# BREAK-OUT SESSIONS

## NACHOaverage Brand

2:25 p.m.-3:10 p.m. | *Gabrielino*

From launching Nacho Fries to Weddings, Taco Bell has become a worldwide icon in food and lifestyle with a unique approach and one-of-a-kind campaigns. Meet the man behind the bell, public relations genius, Matt Prince, as he describes how the brand's journey into food innovation and pop-culture.



**Matt Prince**  
Sr. Manager,  
Public Relations,  
Taco Bell



## Behind the Screen of Influencer Relations

2:25 p.m.-3:10 p.m. | *Theatre*

Bridge the gap between brands and influencers with globally renowned, PR and marketing firm, Edelman Digital. Edelman professionals will discuss the work beyond the pixelated screen of some of your favorite faces and what it takes to get them there.



**Sybil Grieb**  
US Head of Influencer,  
Edelman



**Andrew Schwalb**  
Director, Influencer Strategy  
and Programming,  
Edelman



## In Between the Tweets: Secrets of Social Media

2:25 p.m.-3:10 p.m. | *Alvarado AB*

Seeing a picture that was posted six hours ago? Learn how to battle the algorithm changes on social networks that challenge public relations practitioners, social media gurus, and digital marketing professionals on a daily basis. Their methods could help you leverage a client's digital platform to launch brands onto the next level.



**Ashley Dingess**  
Digital Platform Strategist,  
Mad Decent



**Candace Lowry**  
Senior Social  
Video Strategist,  
Popsugar



## Closing Remarks & 50<sup>th</sup> Anniversary Giveaways

3:20 p.m.-4:00 p.m. | *Alumni House*

Join us just outside the Titan Student Union at the Golleher Alumni House for closing remarks:

**Arianna Ford**, *Regional Conference Chair*

**Allyson Berry**, *PRSSA National Vice President of Member Services*

**Walls That Unite**, *CSUF Vice President Emma Bramer*

Giveaways



### Ticket Prices

One Day Single-Park Ticket - \$135 (Disneyland)

One Day Park Hopper Ticket - \$185

### Schedule For Sunday, April 8

8 a.m. Next Gen PR group photo (Meet at Disneyland Railroad train station at the main entrance).

Enjoy the rest of your day at Disneyland!

### Park Hours & Show Times

Disneyland Park Hours: 8 a.m.-12 a.m.

Disney California Adventure Park Hours: 8 a.m.-10 p.m.

Fantasmic Show (Disneyland): 9 p.m. and 10:30 p.m.

World of Color (Disney California Adventure): 9:45 p.m.

No fireworks on Sunday, April 8, 2018

### What To Bring:

Comfortable walking shoes

Light clothing (Southern California is hot in April)

A backpack or purse to store personal belongings

Water bottle and Snacks

Money for food and souvenirs

### What not to bring:

Selfie-sticks

Alcohol - If you'd like to grab a drink, try Trader Sam's in the Disneyland Hotel located in Downtown Disney!

*For more information, download the Disneyland app!*

# EXPLORE SOCAL

**In-N-Out Burger** - *Fullerton (0.7 miles)*

**Afters Ice Cream** - *Fullerton (0.7 miles)*

**Mr. BBQ** - *Fullerton (0.8 miles)*

**The Hat** - *Fullerton (2.1 miles)*

**Kopan Ramen** - *Fullerton (2.7 miles)*

**Farrell's** - *Fullerton (3.0 miles)*

**Bruxie** - *Fullerton (3.1 miles)*

**Slapfish** - *Fullerton (4.5 miles)*

**Disneyland** - *Anaheim (7 miles)*

**Anaheim GardenWalk** - *Anaheim (7.1 miles)*

**Anaheim Packing District** - *Anaheim (5.3 miles)*

**Downtown Fullerton** - *Fullerton (3 miles)*

**Huntington Beach** - *Huntington Beach (22.3 miles)*

**Hollywood Walk of Fame** - *Hollywood (36.7 miles)*

**Hollywood Sign** - *Hollywood (37.5 miles)*





## COMMUNITY SERVICE INITIATIVE

Walls that Unite, Inc. is a 501(c)(3) non-profit that seeks to give youth the tools necessary to promote community building and an outdoor education. By utilizing visual arts, students are able to depict the dreams they can accomplish and foster a better future for their community.

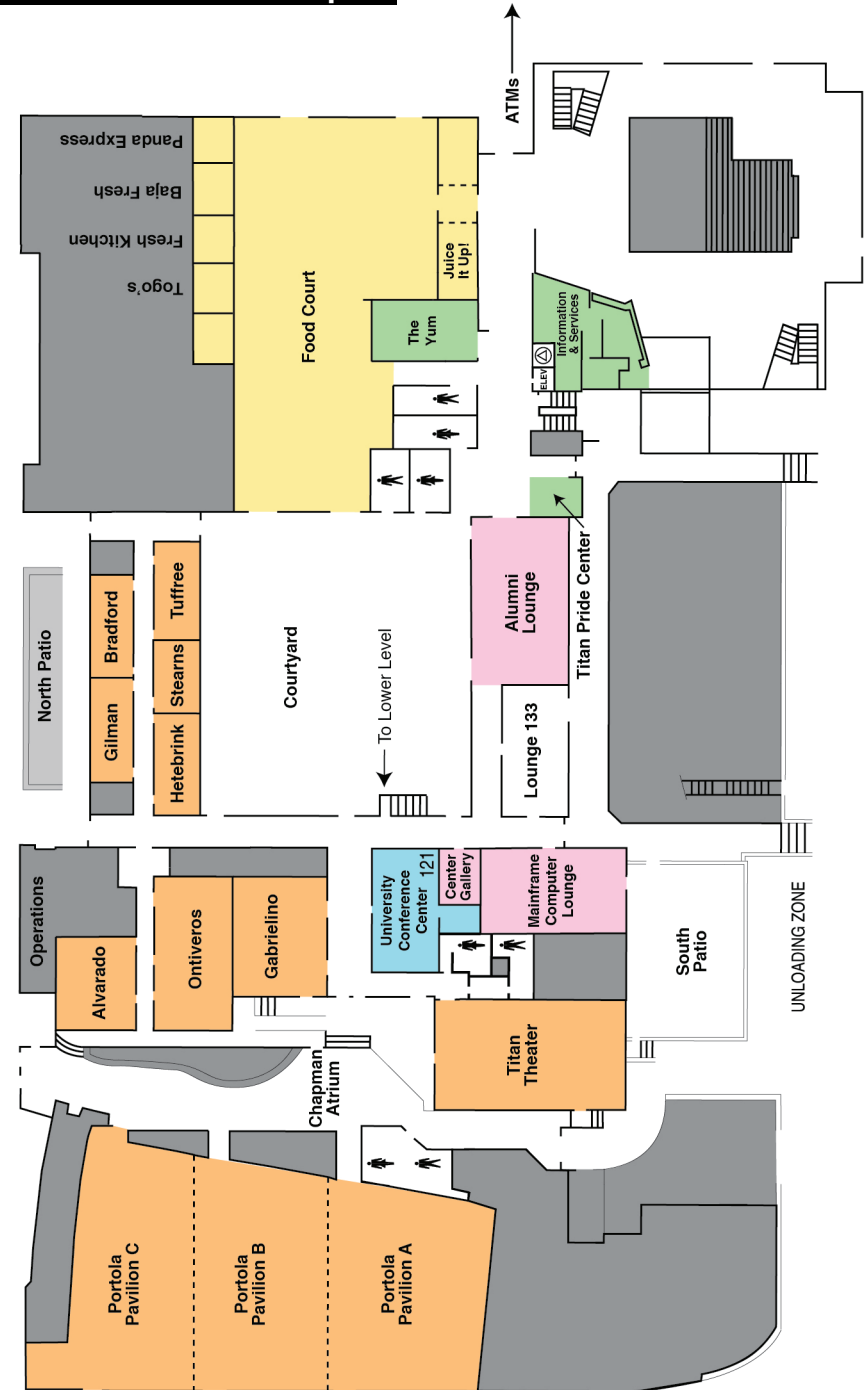
Through fundraising and sponsorship efforts Walls that Unite hopes to provide the children of Ojos de Agua their dream while continuing to foster the core ideals of education and community engagement in Mexico and beyond.

As part of our community service initiative, Next Generation PR partnered with Walls That Unite. Because of your attendance, Walls that Unite has been given \$1,000 and that amount is being tripled by the local, state, and federal government to provide children in Mexico the opportunity to gain an education.

We thank you for coming to our conference and we hope you can continue to support Walls that Unite! For more information, please visit <https://wallsthatunite.org/>.

## Titan Student Union Map

MAIN LEVEL



# Sponsors

# ANAHEIM GARDENWALK

**OCPRSA** Public  
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Program Designed By Nicole Freeman and Andrew Vo