



8:30 a.m. **WELCOME – THE CATALYST AND NAPRCA**

8:45 a.m. **MORNING KEYNOTE – THE DOs AND DON'Ts OF SUCCESSFUL CONTENT MARKETING**

BRIAN MATSON *Senior Director of Strategy & Education at TwoSix Digital*

**Discovery
Hall B**

In this session, you will walk through a series of dos and don'ts to successfully leverage social media channels and online audiences to take your content marketing efforts to the next level. Learn the Top 5 things you need to be doing with Facebook, Twitter, Instagram, YouTube and other emerging channels including social advertising. Discover tactics and processes to start leveraging the immense power of digital marketing for your business or organization.

9:45 a.m. **NETWORK BREAK**

MORNING BREAKOUT SESSIONS

**SESSIONS IN THIS COLUMN ARE
HELD IN DISCOVERY HALL B**

10:00 a.m. **NO DESIGNER? NO PROBLEM**

JACKIE BROWN

Principle of JB Communications Group, Inc.

Learn how to create professional graphics without a design degree. Come take a look inside a designer's toolbox! Learn what free or low-cost tools are available to create graphics. You'll also learn basic design principles so you can use those tools to create powerful graphics to promote your message. Discover the core elements of a good design so non-designers have a place to start when using those tools.

**SESSIONS IN THIS COLUMN ARE
HELD IN DISCOVERY HALL A**

**DOLLY PARTON: CRISIS
COMMUNICATION CEO**

LANCE KINNEY, Ph.D

*Associate Professor of Advertising &
Public Relations at the University of Alabama*

Dolly Parton is known internationally for her singing, acting, and other media appearances. Ms. Parton's roles as entrepreneur and philanthropist are far less visible. When massive wildfires struck Gatlinburg and Sevierville, Ms. Parton became a spokesperson for the blighted area. This session will explore how Ms. Parton responded to the crisis by contrasting her action to more conventional crisis communication PR activities.

GOV'T CONTRACTING TRACK

Sponsored by Canvas, Inc.

BOARD OF DIRECTORS ROOM

**THE WHO'S WHO: A PANEL
DISCUSSION WITH GOVERNMENT
COMMUNICATORS**

LIRA FRYE

*Director of Public Affairs at U.S. Army
Space and Missile Defense Command/
Army Forces Strategic Command*

JENNIFER STANFIELD

*Media Team Lead and Public Affairs Officer
at NASA Marshall Space Flight Center*

CATHERINE CARROLL

*Chief of Public Affairs at U.S. Army
Corps of Engineers*

In this panel discussion, you'll have the chance to hear the answers to questions like: What do I need to know to interact effectively with you? How do I get a press release approved quickly? What is the protocol for getting someone to attend an event? You'll also have a chance to ask the questions that matter most to you.

10:45 a.m. **NETWORK BREAK**

11:00 a.m. **CREATING A NEXT-LEVEL
STRATEGIC MARKETING PLAN
THAT YOU CAN ACTUALLY USE**

ELLEN DIDIER

*Founder & President of Red Sage
Communications, Inc.*

A strategic marketing plan is an essential tool for any organization. But creating one that works? That's where most people get stuck, if they even get started. Learn what key questions to ask before you start, what makes a good plan, how to put your plan together, and what mistakes can sink an otherwise great strategy.

**DIGITAL CUSTOMER SERVICE
THE GOOD, THE BAD &
THE VERY UGLY**

CHARITY STEWART

Account Manager at Move Digital Group

How you respond to an upset stakeholder online could be a turning point for your organization. In this interactive presentation we get back to basics as we break down the communication cycle, discuss how digital avenues of communication often intensify miscommunications, and walk through how to package a reply so it is received as you intended it to be. You will confidently walk away with specific steps to turn a complainer into a compliment-er.

**CREATING CONTENT:
MAKING MOUNTAINS
OUT OF MOLEHILLS**

KRISTINA HENDRIX, APR

*Manager of Corporate Communications
at Dynetics, Inc.*

We get it. Your company does a lot of great things, but you can't talk about most of them. Or can you? Join us for a deep dive into how Dynetics took two small pieces of information and turned it into a weeklong event.

11:45 p.m. **GRAB LUNCH**

12:00 p.m. **LUNCH KEYNOTE – GOOGLE: SUCCEEDING IN A MICRO-MOMENTS WORLD**

**Discovery
Hall B**

PAMELA STARR *Professional Speaker for Google's Get Your Business Online Program*

Learn how to connect with customers in the critical moments when they search online for something they want to know, someplace they want to go, something they want to do, or something they want to buy. Also, hear about identifying consumer behaviors and trends, delivering relevant content and personalized online experiences, creating a frictionless conversion process, why being on the first page of Google shouldn't be your only online goal, and how to improve results by accessing online data.

1:00 p.m. **NETWORK BREAK**

AFTERNOON BREAKOUT SESSIONS

**SESSIONS IN THIS COLUMN ARE
HELD IN DISCOVERY HALL B**

1:15 p.m.

**CREATING A MODERN
MARKETING PLAN:
THE INVEST METHOD**

CARL HOLDEN

*Creative Director & Owner
of Zellus Marketing*

Marketing means so much more than it used to be. How do you understand what needs to be accomplished? How do you organize all of it? Where do you even begin? It's not the 4 P's of Marketing — that was written in 1960! What you need to do is I.N.V.E.S.T. — Information. Network. Value. Experience. Strategy. Technology.

**SESSIONS IN THIS COLUMN ARE
HELD IN DISCOVERY HALL A**

**YOUR VIBE ATTRACTS YOUR
TRIBE PANEL: USING AUTHENTIC
STORYTELLING TO BUILD
CUSTOMER RELATIONSHIPS**

MODERATOR

DWAYNIA WILKERSON

Content Writer and Owner of Prose + Pens

MOLLY MITCHELL

Marketing Director at CBL Properties

JEIDI PIPPINS

Owner of sweatlocal

JANET SUDNIK

*Communications Strategist for Centennial Challenges
at NASA's Marshall Space Flight Center*

SHANNON RIDINGER SEGOVIA

*Social Media Lead and Public Affairs Officer at
NASA's Marshall Space Flight Center*

We know that social media feeds with curated content and pretty pictures are trending. But what about the moments that aren't pretty or planned? Your audience wants and needs to see them too! Join us for a panel discussion and insight on how to include more of your authentic stories on social.

GOV'T CONTRACTING TRACK

Sponsored by Canvas, Inc.

BOARD OF DIRECTORS ROOM

**THE MARRIAGE BETWEEN
BD & MARKETING**

NIKKI KINCAID

*Assistant Vice President of
Marketing & Communications at
Radiance Technologies, Inc.*

Not all marketing job descriptions are created equally. No matter what your role is, in this session you'll understand the relationship between marketing, communications and business development and how team members can build a stronger brand.

2:00 p.m. **NETWORK BREAK**

2:15 p.m.

**STORYTELLING THROUGH
VIDEO AND CREATING
ENGAGING MESSAGES**

CALEB HAWK

Chief Storyteller at Serquest

CLAY MCINNIS

Business Development Director at Serquest

We use video to tell impactful stories that not only promote users to engage on social media, but entice them to share a cause or a brand by getting involved. These aren't commercials. These are engaging messages that your friends are usually more than willing to share.

**NO FAKING: THE REAL WAY
TO SECURE MEDIA COVERAGE**

MARGO GRAY

*Morning Anchor and Reporter at
WAFF 48 News*

You have an event you've been planning and the deadline is fast approaching. Let's get the local media in on this! We'll refine your pitch, identify the key players in a newsroom, and learn the ins & outs of establishing connections and following through with ensuring your event is seen by the masses.

**LEARNING FROM THE BEST:
A PANEL DISCUSSION FROM
INDUSTRY VETERANS**

KIM HENRY

Public Affairs at NASA

SHERRI HEADRICK, Ph.D

Director of Marketing at LEAN Frog

TERENCE WILLIAMS

Communications at The Boeing Company

Learn how industry veterans use strategic planning, measurement tools, and navigate difficult conversations in the aerospace and defense industry.

3:00 p.m. **CLOSING REMARKS + INVITATION TO 3:30 P.M. INFORMAL NETWORKING @ STRAIGHT TO ALE**