

# 2017 Coming Attractions

Details and sign-ups at [prsageorgia.com](http://prsageorgia.com)



Georgia Chapter

January 12, 2017 ★

## New Year, New You Buzzmakers!



**Morning Seminar:**  
Partner Your Way to Success  
Dr. Sandy Jap, author of *Partnering with the Frenemy*



**Luncheon:**  
Leadership in Disruption  
Rick Smith, Ted Talk speaker and author of *The Great Disruption*



Maggianno's Buckhead  
Regular Meeting Home Base

February 24, 2017

## Real World Conference Crowne Plaza @ Ravinia



**Featuring:** Inside the Minds of the American Consumer  
Drew McCaskill, SVP Nielsen & Member, National PRSA Board of Directors

April 28, 2017

## Annual Conference Westin Perimeter North

June 14, 2017 ★

**Morning Seminar:**  
Internal Communications Insider  
Shira Miller, National DCP/  
Dunkin' Donuts



July 13, 2017



**Luncheon & Volunteer Opportunity:** Building Community Connections On-Site at Atlanta Community Food Bank  
Julie Bryant Fisher, CMO, ACFB  
Kyle Waide, Executive Director, ACFB



March 15, 2017 ★

**Morning Seminar:**  
Personalization 2.0  
Tomer Tishgarten, Marketing Technologist, Arke Systems



**Luncheon:**  
Managing Reputation in the Digital News Cycle  
To Be Announced

August 10, 2017 ★

**Morning Seminar:**  
Innovations in Media Training  
Debbie Wetherhead, President, Wetherhead Communications



**Luncheon:**  
Pitch Tank II: The Corporate Edition - Annual Media Panel

September 14, 2017 ★

**Morning Seminar:**  
Mastering the Crisis Plan  
Matt Cochran, VP, Cookerly



**Luncheon:**  
Mercedes-Benz Stadium: Behind the Fanfare  
Heather Sautter, Director, AMB

October 12, 2017 ★

**Morning Seminar:**  
Lead Generation in the Age of Analytics  
Anna Ruth Williams, Founder & CEO, AR|PR



**Luncheon:**  
Creating a Winning Corporate Culture  
Paul Brown, CEO, Arby's

November 2, 2017

## Awards Celebration Cobb Energy Center

December 7, 2017 ★

**Morning Seminar:**  
Building Your Professional Network  
Debby Stone, Executive Coach, Novateur Partners, author of *The Art of Self-Promotion*



**Luncheon:**



Peering into the Future of Digital  
Cathy Hackl, APR, VR Scout  
Founder of Latin@s in VR

\* Scheduled activities, all subject to changes or updates



**Luncheon:**  
Taking the Disney Brand Global  
Lisa Taylor, VP, Feld Entertainment

