



CN WINTER SYMPOSIUM 2023

January 19 – 21 | Hotel Eleo | Gainesville
A PROGRAM OF THE FLORIDA PUBLIC RELATIONS ASSOCIATION

Extend Your Stay



We encourage you to extend your stay and enjoy the many things to do in Gainesville and the surrounding area. Enjoy world-class museums, performing arts and live music. Explore eight state parks with more than 100 miles of trails for biking, birding and hiking or visit the crystal-blue freshwater springs. When you're done with your day, kick back at a craft brewery and savor innovative cuisine and specialty cocktails at inspired local restaurants.

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Funded in part by Visit Gainesville, Alachua County

What impact have the past three years had on the public relations field? What changes are up ahead and how must we adapt? These are some of the questions we will discuss during the 2023 Counselors' Network Winter Symposium. We'll share ideas and generate insightful dialogue around today's top issues.

This in-person event in vibrant Gainesville is designed to benefit corporate, nonprofit, government, agency and independent PR practitioners alike. The speakers have world-class experience and qualifications to ensure confidence in their advice as they lead high-level discussions. They include:

- **Oscar Suris**, President of Edelman New York, leading a conversation on providing counsel when societal and business issues converge.
- **Myiah Hutchens, Ph.D.**, Interim Chair of the University of Florida Department of Public Relations, explaining how the new UF Social Listening Lab will impact teaching and research.
- **David L. Reed, Ph.D.**, University of Florida Associate Provost for Strategic Initiatives, discussing the role of artificial intelligence in public relations and marketing and the dilemmas our industries will face.

We'll also hear from **The Agency at UF**, sharing key insights into Gen Z and the impact of brand marketing. And as you've come to expect from this event, we will provide exclusive behind-the-scenes tours, including a tour of the **UF Heavener Football Training Center**, which features state-of-the-art technology and facilities as the home of UF's student athletes.

We will also tour the **UF College of Journalism and Communications immersion programs**, including the **Innovation News Center**, the two-story, 14,000 square-foot home to the college's news, weather and sports operations.

Located close to the University of Florida's main campus, Hotel Eleo is a beautiful property to host the Symposium. Modern, minimal design, inviting accommodations and high-end amenities come together at this upscale hotel to provide contemporary comfort and elegance.

I'm excited to share this tremendous professional development opportunity with you.

Julie Frey, APR, CPRC
FPRA Counselors' Network Chair





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UF | College of Journalism
and Communications
UNIVERSITY of FLORIDA

The University of Florida College of Journalism and Communications is home to one of the premier graduate communication programs at a Top 5 public university. Our program includes in-residence and online master's degrees, graduate certificates and a Ph.D. program. Learn more at jou.ufl.edu/graduate

Agenda at a Glance

Thursday, January 19

5:30 – 7:30 p.m. Welcome Reception, Hotel Eleo Patio, weather permitting
Dinner on your own

Friday, January 20

7:30 – 8:30 a.m. Breakfast at Hotel Eleo, Meeting Room, First Floor
 8:15 – 9 a.m. Shuttle to Straughn Center
 9 – 11:30 a.m. Navigating Issues as a Communications Leader
 11:30 a.m. – 12:30 p.m. Lunch at Straughn Center with sponsor comments from J. Robyn Goodman, Ph.D., Associate Dean for Graduate Studies, University of Florida College of Journalism and Communications

CN Only:

12:30 p.m. Shuttle
 1 p.m. Tour of James W. "Bill" Heavener Football Training Center
 2 p.m. Shuttle
 2:30 p.m. The Agency at UF – Who's Gen Z, Really?
 3:30 p.m. Tour of UFCJC Immersion Programs
 4 p.m. Teaching Social Listening
 5 p.m. Shuttle to dinner

LFPRA Only:

12:45 p.m. LFPRA Solutions Session
 2 p.m. Shuttle
 2:30 p.m. Tour of James W. "Bill" Heavener Football Training Center
 3:30 p.m. Shuttle
 4 p.m. Tour of UF Innovation Hub
 5 p.m. Shuttle to dinner

5:30 p.m. Group Dinner at Mark's Prime Steakhouse & Seafood
 8:00 p.m. Shuttle to Hotel Eleo

Saturday, January 21

All events will be held in the Hotel Eleo Meeting Room and are for CN only

8:30 – 9:30 a.m. Breakfast and CN Business Meeting
 9:30 – 11:30 a.m. Artificial Intelligence and the Future of Work
 11:30 a.m. Adjourn



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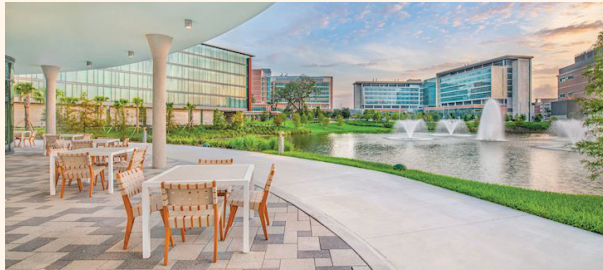
CN and LeadershipFPRA

Thursday, January 19

5:30 – 7:30 p.m.

Welcome Reception at Hotel Eleo

Weather permitting, join your CN colleagues and LeadershipFPRA Class VII attendees for a Welcome Reception on Hotel Eleo’s beautiful lakeside patio. Cash bar. Your first drink and light appetizers provided.



Dinner is on your own after the reception.

Friday, January 20

7:30 – 8:30 a.m.

Breakfast at Hotel Eleo, Meeting Room, First Floor

8:15 – 9 a.m.

Shuttle to Straughn Center

9 – 11:30 a.m.

Navigating Issues as a Communications Leader

Oscar Suris, president of Edelman New York, will lead a discussion about one of the most common challenges facing today’s communications leader: providing counsel when societal issues converge with business issues.

Oscar, a former in-house CCO and present leader of Edelman’s largest global office, will cover the skills and principles required to navigate these challenges in today’s pandemic-era environment.



Oscar Suris President of Edelman New York

Prior to joining Edelman New York, the largest market operation at the global integrated communications company, Oscar was executive

managing director, crisis and C-suite strategies at Zeno Group. His corporate communications experience includes 20 years of providing strategic counsel to Fortune 100 companies, including serving as executive vice president and head of corporate communications at Wells Fargo & Company, and senior leadership roles at Ford Motor Company and AutoNation, Inc.

Oscar is also a newspaper industry veteran, having served five years as a staff reporter for *The Wall Street Journal* and reporting business news in staff roles for *The Miami News* and *The Orlando Sentinel*. He also served as the executive assistant to the publisher of The Miami Herald Publishing Co.

A Cuban native, Oscar is a graduate of the University of Florida with a bachelor’s degree in finance. He has been named six times to PRWeek’s “Power List” of the top 50 professionals in public relations.

11:30 a.m. – 12:30 p.m.

Lunch at Straughn Center with sponsor comments from J. Robyn Goodman, Ph.D., Associate Dean for Graduate Studies, University of Florida College of Journalism and Communications

CN members and LeadershipFPRA class members will have separate events for the remainder of Friday afternoon. Please see Page 3 for the CN schedule and Page 4 for the LFPRA schedule.



UF GUEST WIRELESS NETWORK

Join the **ufguest** wireless network from your mobile device. When you attempt to browse to the Internet, you will be redirected to a portal web page with an Acceptable Use Policy (AUP) and a button to indicate you accept the policy. Once you click to accept the policy, you will be permitted to access the Internet.



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CN ONLY

12:30 p.m. **Shuttle**

1 – 2 p.m.

Tour of James W. “Bill” Heavener Football Training Center (CN Only)

We’ll tour the 142,000 square-foot crown jewel of UF athletics facilities, which serves as a cover model for recruiting efforts and a home away from home for the UF student athletes. The facility features state-of-the-art weight and training areas and includes a dining hall, lounge area, barber shop, gaming and virtual reality room, basketball court and a resort-style pool area.

2 – 2:15 p.m.

Shuttle to UF College of Journalism and Communications – Weimer Hall

2:30 – 3:30 p.m.

The Agency at UF – Who’s Gen Z, Really?

Gen Z makes up 30% of the world’s population, and by 2024, this diverse, ambitious and vocal demographic will be aged from 12 to 27. It is easy to think of them as the Greta Thunberg generation, and that everyone in Gen Z will be following a similar path of activism, but the generation is much more polarized than that. The brands that are investing time and resources in understanding and engaging with these influential consumers are the ones that are winning big.

The Agency at UF is a strategic communications firm within the University of Florida specializing in research-based advertising, public relations and communications to create inspired and informed multi-faceted campaigns. As the first of its kind, The Agency is something between an agency partner, a dedicated freelance team and a managed, scalable internship program with full-time professional oversight. Led by professionals, staffed by students and inspired by faculty™, The Agency provides work for UF, Fortune 50 & 100 brands, national and international agencies and small businesses.



3:30 – 4 p.m.

Tour of UF College of Journalism and Communications Immersion Programs

4 – 5 p.m.

Teaching Social Listening

Social listening has become a vital tool for identifying public relations opportunities and measuring impact. The University of Florida College of Journalism and Communications developed the state-of-the-art Social Listening Lab to teach students this valuable skill and prepare them to be leaders in the field. Dr. Myiah Hutchens will give a tour of the lab and walk through the critical elements needed to teach social listening to public relations students.



Myiah Hutchens, Ph.D.
Interim Chair and Associate Professor, Department of Public Relations, University of Florida

Dr. Hutchens has been a professor for 12 years and is currently in her fifth year at

UF. Her teaching specialties are quantitative research methods, statistics and political communication strategies. As a scholar, she is a political communication specialist whose research examines how communication functions in democratic processes – that is, to help or hinder political processes. In particular, she studies what leads people to seek out diverse perspectives – particularly views they disagree with – and how individuals then process that disagreement.

5:00 **Shuttle to Dinner**

5:30 – 7:30 p.m.

Group Dinner at Mark’s Prime Steakhouse & Seafood followed by shuttle to Hotel Eleo





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LeadershipFPRA ONLY

12:45 – 1:45 p.m.

Solutions Session with LeadershipFPRA

LeadershipFPRA Class VII, bring your thinking cap and your past experience to this brainstorming session. You will apply your leadership and personal development skills to the challenges and needs of your fellow class members. Led by LeadershipFPRA Chair Kevin Christian, APR, CPRC, this session will give classmates the opportunity to practice the strategic art of PR counseling – on each other.



Kevin Christian, APR, CPRC, Director of Public Relations, Marion County Public Schools

Kevin has communicated critical information for Marion County Public Schools since 2001.

During the last 21 years, he has publicly addressed topics with parents, stakeholders, employees, students and others ranging from school shootings, student achievement and school grades to natural disasters, bomb threats, student tragedies and employee arrests. Kevin has earned the district more than 100 local, state, and national honors and been named “Communicator of the Year” by the FPRA Ocala Chapter and “Doris Fleischman Unsung Hero” by FPRA.

Kevin earned a bachelor’s degree in Mass Communication from Lee University and a Master’s in Broadcast Journalism from the University of Miami. He gained his APR in 2012 and his CPRC in 2014.

An award-winning former television news anchor and reporter, Kevin covered two Presidential visits and John Glenn’s return to space. He also served two terms as president of SUNSPRA (Sunshine State School Public Relations Association), was president of the FPRA Ocala Chapter and mentors PR professionals pursuing their APR on the local, state and national levels.

An accomplished pianist and vocalist, Kevin has performed professionally at Walt Disney World, the Hyatt Grand Cypress and Hyatt Orlando International Airport. He has five recorded instrumental/vocal CDs and serves as worship pastor at Wings of Faith Fellowship in Ocala, a position he’s held for 26 years.

2:30 – 3:30 p.m.

Tour of James W. “Bill” Heavener Football Training Center

We’ll tour the 142,000 square-foot crown jewel of UF athletics facilities, which serves as a cover model for recruiting efforts and a home away from home for the UF student-athletes. The facility features state-of-the-art weight and training areas and includes a dining hall, lounge area, barber shop, gaming and virtual reality room, basketball court and a resort-style pool area.

3:30 p.m. Shuttle

4 p.m. Tour of UF Innovation Hub

The Hub: Mixed-Use Incubator in the Heart of Innovation District



UF Innovate is the umbrella organization uniting the four entities that drive the innovation ecosystem at UF. Based at one of the nation’s leading research institutions, UF Innovate comprises Tech Licensing, Ventures, Pathways and an Accelerate program, which includes two business incubators, The Hub and Sid Martin Biotech. Together, those organizations move research discoveries from the laboratory to the market. UF Innovate connects innovators with entrepreneurs, investors and industry, incubates startups and growth companies and fosters a resilient economy — all in an effort to make the world a better place.

5:00 Shuttle to Dinner

5:30 – 7:30 p.m.

Group Dinner at Mark’s Prime Steakhouse & Seafood followed by shuttle to Hotel Eleo





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Saturday, January 21

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8:30 – 9:30 a.m.

Breakfast and CN Business Meeting

9:30 – 11:30 a.m.

Artificial Intelligence and the Future of Work

As artificial intelligence continues to be a part of our day-to-day lives, how can businesses integrate AI into their current processes? Dr. David Reed, who leads the University of Florida’s Artificial Intelligence Academic Initiative Center, will discuss how UF is creating a national model to develop an AI-ready workforce and how artificial intelligence will continue to expand its role across diverse industries and disciplines.



David L. Reed, Ph.D.
Associate Provost for Strategic Initiatives, University of Florida

Prior to joining the Provost’s Office, Dr. Reed was a curator at the Florida Museum of Natural History. His research used

genetics and genomics to study populations of mammals and their parasites. His research was funded by the National Science Foundation for two decades.

In his current role, Dr. Reed has helped to oversee UF’s university-wide initiative in artificial intelligence. UF has hired more than 100 new faculty in AI, acquired one of academia’s fastest AI supercomputers and built a new way of teaching artificial intelligence across the full breadth of the university.

Earlier this year, Dr. Reed was appointed to be the inaugural director of the AP² Center, which supports and directs many of the AI initiatives on campus.

11:30 a.m.

Adjourn



Membership in the Counselors’ Network is open to any FPRA member in good standing who has earned the Certified Public Relations Counselor (CPRC) credential. Members must be actively engaged in providing counseling service as a principal, officer, partner or employee of a public relations firm, corporation, organization or agency. Visit FPRA.org to learn more.



LeadershipFPRA is designed to provide FPRA members with the tools they need to strengthen their leadership in their organizations, their communities and within FPRA. This program draws on successful leaders in fields ranging from government to law, ethics and governance, economic development, higher education, corporate finance and more.

Each year, the current LeadershipFPRA class is invited to participate in a portion of the CN Winter Symposium.

Thank you, Sponsors:

