

How to use this schedule:

This Schedule-at-a-Glance is designed to conveniently fold and store inside your name badge holder!

Simply fold along the vertical lines so that the events you are looking for are visible, then fold down along the marked horizontal lines to fit inside your name badge holder.

PRVille 2010 is dedicated to going green by printing as little paper product as possible, while still delivering a top-quality educational experience.

Enjoy!

**Oooh...
Free space!
Big Ideas.
New Contacts.
Tic-tac-toe. Sketches....**



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**PRVILLE
2010:
TOP
SHELF
SOCIAL
MEDIA**

Schedule at a Glance



Tuesday, May 18

**11 am-
Noon** PRville Registration

**Noon-
5pm** Need a quiet place to take a call? A room is available for your convenience. *Located in the "Is it 5'O'Clock Yet?" Work Room*

Break

**2:30-
3:00 PM** Refreshments provided in the hallway.

Media Roundtable

**4:00-
4:45 PM** How Social Media is Changing the Playing Field for Journalists
Panel discussion including representatives from The Florida Times-Union, First Coast News, WJCT and WOKV.

How GM Moved from Bankruptcy to Industry Leader... Using Social Media

**Noon-
1:30 PM** *Mary T. Henige, APR
Director, Social Media & Digital Communications
General Motors Company*

Lunch will be served.



It's 5 O'clock Somewhere! Cocktail Tweet-Up

(aka: free drink & networking)

**5:00-
7:00 PM** *Face-to-face networking? How very old school of us!*
*Omni Jacksonville
245 Water Street*
Nothing beats the in-person connection. After a fun day of learning, come share some ideas, swap paper business cards or bump contacts with your phone. It doesn't matter. It's time to connect. AND the first round is on PRSA!

How to Measure Your Success in the Cyber World

**1:30-
2:30 PM** *Shonali Burke
Principal & Social Media Maven,
Shonali Burke Consulting*

How Touchdown Jacksonville Used Social Media to Boost Jags Ticket Sales

**3:00-
4:00 PM** *Ryan Thompson
Digital Media Strategist & Designer, Dalton Agency*

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