

We look forward to seeing you tonight at our first mixer of 2019!

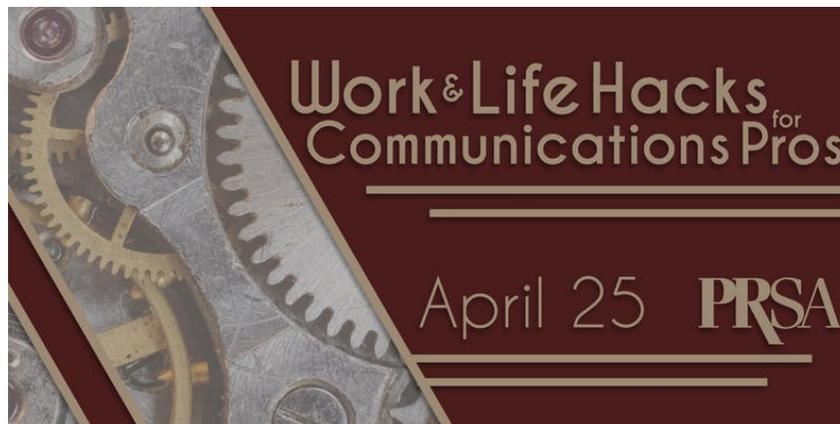
PRSSA Nevada's Bateman Team, Diverse Voices Amplify PR, will present their campaign at the Innevation Center from 5:30 to 7:30 PM!



Learn more on the [Facebook event](#) and purchase your ticket at [Eventbrite](#).

Meet our speakers for PRSA's Workshop in
just TWO WEEKS!

[Register for the workshop here.](#)



Meet the Speakers

Our April workshop, Work and Life Hacks for Communications Pros, is almost here! This half-day workshop will kick off with Cathy Hackl, an Emmy-nominated communicator turned virtual reality & augmented reality global speaker, producer, and futurist. The keynote lunch will be followed by four breakout sessions where we gathered 20 industry experts to speak under the following categories: Leadership and Management tips, Freelancing and Start-Up best practices, Tools and Techniques improving efficiency, and Marketing Communications strategies. Meet some of the speakers from each topic below!

Amber Howland



The founder of Dragonfly Media, LLC, Amber Howland, has a bachelor's degree from the University of California at Berkeley and has worked in media all over the world including Los Angeles, San Francisco, New York, and London before making Reno Nevada her home.

With over 20 years of experience in the fields of media and marketing, Amber was the publisher of several successful national magazines including "Off-Road Magazine". She has held Fortune 500 corporate titles of Associate Publisher, Director and Manager. She has managed and trained various sales teams across the nation for print, television, and digital marketing. She is also a consultant for various media corporations and government organizations.

Breakout Session: The Power of online marketing programs and setting expectations.

Takeaways:

- The power of online monitoring and marketing programs both paid and free.
- The pros and cons. The Web MD effect.
- How to set expectations with your team and your client.

Cortney Young



Cortney E. Young is a professional mediator at Blanchard, Krasner & French. Her approach to dispute resolution combines years of litigation experience with a pragmatic problem-solving style. Since 2014 she has been resolving a variety of disputes ranging in value from hundreds of dollars to hundreds of millions of dollars.

Breakout Session: Risk Mitigation from the Mediation Room

If history has taught us anything it is that it isn't necessarily the crime – it's the cover up. So, what to do when your company or client has gotten themselves into a less than desirable situation? Professional Mediator, Cortney Young, from Blanchard, Krasner & French will explore how mediation techniques fit lock-and-key with crisis communications to address both internal and external challenges and give you tools to keep you off of the list of worst PR nightmares.

Takeaways:

- Gauge whether emotional is useful in negotiation.
- Support their teams to give their business (or their client's business) the best chance for survival.
- Stay in front of issues, communicate proactively with employees and demonstrate they're on the employee's side to mitigate further risk.

Leah Chew



Leah Chew is a designer, illustrator, strategic thinker, and the creative director of Coffeebar, a coffee company with cafés in the Reno-Tahoe and Bay area. As a designer, she is a meticulous, on-my-toes problem-solver. And as an artist, she is a creator and storyteller. Chew is a strong believer that collaboration is key to innovation, that the best ideas come from joining forces with other talented people, and that fostering education and community is what strengthens our creative industry. From her experience in the agency world, working in-house, and freelancing, every day is a wild card that brings on new challenges. The unpredictability of the industry has made her a better designer and strategic thinker, pushing her creative work to new levels through learned techniques and constant inspiration from the unexpected.

Breakout Session: Talk Design To Me: A Tool for All Trades

Takeaways:

- Understand the importance of design to any successful business even if you do not consider yourself in a creative position or field.
- Know when/where to get the most strategic bang for your buck by hiring professional design help vs. when you can do it yourself.
- Learn design basics and terminology to better communicate your ideas to designers, print vendors, and more.

Sarah Porter



Sarah Porter is the principal and owner of Porterhouse Marketing. She has a keen ability to analyze multiple sets of information and data inputs in order to develop a clear strategy that takes her client's marketing efforts to a new level. Sarah devises marketing plans and implements tactics that will achieve client goals efficiently while improving brand presence and positioning.

Breakout Session: Integrating Business Goals into Your Communications Strategy

Takeaways:

- To think past marketing "blah-blah" metrics and relate results to business impact.
- Determine and calculate ROI that has direct correlation to the bottom line.
- Become invaluable by integrating Communications into the business' Strategic Plan.

**Thursday, April 25, 2019
11:30 AM - 5:00 PM PDT**

**Silver Legacy Resort Casino
407 North Virginia St
Reno, NV 89501**

[Register Here!](#)

