

# #INSPIRE

## REGIONAL CONFERENCE SCHEDULE

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### THURSDAY FEB 8

- 3-5pm...Hotel Check-in
- 5-6pm...Conference Check-in
- 6-7:30pm...Dinner
  - 1.) **PRSA Keynote Speaker: PRSSA Through the years (Janelle Guthrie - PRSA)**
- 8-10pm...Team building activities

### FRIDAY FEB 9

- 8-9am...Continental Breakfast
- 9-10am...**KEYNOTE (Brad Larrondo - Boise State Athletics)**
- 10-11am...Breakout Sessions
  - 1.)Understanding the different Social Media Platforms (President and Vice President)
  - 2.)The art of posting (Media Teams)
  - 3.)The importance of audience (Fundraiser teams)
  - Faculty adviser meeting: discuss the best chapter successes and struggles.
- 11-11:30am...Break
- 11:30-12:30pm...Breakout Sessions
  - 1.)Andrea Dearden - Ada County Sheriff's Office
  - 2.)Kirsten Atkinson and Tanner Dame - Proof Eyewear
  - 3.)Jon Kovach Jr. - CBC Advisors
- 12:30-2pm...Lunch **KEYNOTE (Kelly Sasso - Micron)**
- 2-3pm...Networking meet and greet with speakers
- 3-4pm...Breakout Sessions
  - 1.)Kaitlyn Hannah - Edelman
  - 2.)Alex Jangard - Heart of Timber
  - 3.)Brad Weigle - Drake Cooper
- 4-5 **KEYNOTE (Christine Wilcox - Albertsons)**
- 4-6pm...Free Time for Dinner

### SATURDAY FEB 10

- 8-9am...Continental Breakfast
- 9-10am...**Keynote Speaker (Dan Popkey - Raul Labrador)**
- 10-10:30...Break
- 10:30-11:30...**KEYNOTE SPEAKER (Reggie Saunders - Jordan, NIKE)**
- 12:00pm...Conference over

Breakout Sessions may be switched in order

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