

Sharing the IU Story – PAGR Communications Conference 2014

November 6, 2014

Indiana Memorial Union, Bloomington, IN

PROGRAM

Thursday, November 6th

- 8:30 – 9:00 am Registration and Continental Breakfast/Social Time
Upper tier of Frangipani Room, Mezzanine Level, IMU
- 9:00 – 9:15 am Mark Land, Associate Vice President, IU Communications
Welcome and Briefing on Conference Expectations
Frangipani Room, IMU (mezzanine level)
- 9:15 – 10:00 am Mike Sample, Vice President, Public Affairs & Government Relations
All Politics are Local
Frangipani Room, IMU (mezzanine level)
- 10:00 – 10:15 am Break
- 10:15 – 11:00 am Kristofer Karol, Manager, Organizational Communications and Social Media, IUPUI
Check Yo Selfie: Staying Current, Fresh in Social Media
Frangipani Room, IMU (mezzanine level)
- 11:00 – 11:15 am Break and transition to lunch in State Room East & West, Second Floor
- 11:15 am – 1:00 pm Lunch
Jill S. Gabbe, Senior Advisor, Finn Partners
Jennifer Robinson, Partner, Finn Partners
Sharing Your Story on the Big Stage – a look at the national media landscape
State Room East and State Room West, IMU (2nd floor)

1:00 – 1:15 pm Break and transition back to sessions in Frangipani Room, Mezzanine Level, IMU

1:15 – 2:15 pm Liz Evans, Public Information Director/University Spokeswoman,
Purdue University
Martin Sickafoose, Director of Digital Marketing, Purdue University
Crisis Communications Case Study: Purdue University
Frangipani Room, IMU (mezzanine level)

2:15 – 2:30 pm Break

2:30 – 3:30 pm Ryan Piurek, Director of Strategic Communications, IU Bloomington
Margie Smith-Simmons, Director of Strategic Communications, IUPUI
Strategy and Focus: New Comprehensive Plans for IU Bloomington and IUPUI
Frangipani Room, IMU (mezzanine level)

3:30 – 4:15 pm **Best Practices/Lightning Round**
(Up to 6 presenters selected from the best of pre-conference submittals.)
Still accepting submittals. Each presenter will have 5-7 minutes to share their highlights.
Frangipani Room, IMU (mezzanine level)

4:15 – 4:30 pm Mark Land
Conference Wrap-Up
Frangipani Room, IMU (mezzanine level)