



## **GAME DAY**

Tuesday, April 9, 2019, 8:00 am – 12:00 pm

## **ADMISSION**

\$40 for BPRC members

\$80 for non-members

\$40 for students

Register before April 2nd to receive a \$5.00 discount!

## **BALLPARK**

Loyola University of Maryland –  
Timonium Graduate Center  
2034 Greenspring Drive  
Lutherville-Timonium, MD 21093

## **ABOUT BPRC**

Founded in 1951, the Baltimore Public Relations Council is the oldest organization in the Baltimore, Maryland area devoted to public relations. BPRC provides a forum for public relations professionals to exchange ideas with their peers and to mold ethical standards for their work, thereby improving their effectiveness. Members must devote the majority of their work time to the paid professional practice of public relations. Emeritus membership is granted upon request to any fully retired member. Student members must be juniors or seniors enrolled at a Maryland college or university who have an interest in public relations. Meetings are usually held in the morning on the third Tuesday of each month, except during the summer. The Board of Directors meets at least six times during the year.

[www.baltimoreprcouncil.org](http://www.baltimoreprcouncil.org)

# **BPRC'S 3RD ANNUAL SOCIAL MEDIA SPRING TRAINING WORKSHOP**

Tuesday, April 9, 2019

8:00 am – 12:00 pm

Loyola University of Maryland –  
Timonium Graduate Center



## PLAY BALL

From LinkedIn and Facebook, to social action and algorithms, we've gathered some of the best social experts Baltimore has to offer to take your social and digital skills to the next level. Join BPRC for the 3rd Annual Social Media Spring Training Workshop to learn about best practices, engagement, and to network with fellow communications professionals.

## ON-DECK

### BREAKFAST & NETWORKING

8:00am – 8:30am

### KEYNOTE: LATINOS & THE DIGITAL COMUNIDAD

8:30am – 9:00am

Presenter: Veronica Cool, Founder and Managing Director, Cool & Associates LLC

### SESSION 1: PRODUCING A SUCCESSFUL FACEBOOK LIVE

9:00am – 9:45am

Presenter: Marty Jenoff, President,  
Focal Point Productions

### SESSION 2: MEASURING SUCCESS: TIPS AND TRICKS ON DEMONSTRATING SOCIAL MEDIA ROI

9:45am – 10:15am

John Glinski, Owner/Analyst,  
eXcellent Analytics

### SESSION 3: CREATING ENGAGING INFOGRAPHICS FOR SOCIAL MEDIA

10:30am – 11:15am

Rebecca Teaff, Owner and Chief Creative  
Officer, Redstart Creative

### SESSION 4: SWEETEST 16: HOW UMBC MAXIMIZED ONE SHINING MOMENT

11:15am – 12:00pm

Presenter: Zach Seidel, Director of  
Multimedia Communications, UMBC