



GAME DAY

Tuesday, May 19, 2020, 9:00 am - 12:00 pm

ADMISSION

\$30 for BPRC members

\$50 for non-members

\$25 for students

Register before May 12th to receive a \$5.00 discount!

BALLPARK

Virtual Conference Over Zoom - Link Provided After Registration

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

BPRC'S 4TH ANNUAL SOCIAL MEDIA SPRING TRAINING WORKSHOP

Tuesday, May 19, 2020
9:00 am - 12:00 pm
Virtual Conference



PLAY BALL

Now more than ever, maintaining a strong presence on social media is critical for any brand's awareness. Are you up to speed on your social strategy? Familiar with using LinkedIn for finding new business opportunities? What's the tie-in between social media and PR, and how do you figure out a video strategy? Learn about these important topics and more from regional experts as we learn how to maintain digital relevance while socially distancing.

ON-DECK

WELCOME

Ragina C. Ali, President, BPRC
Manager, Public & Government Affairs
AAA Mid-Atlantic

MODERATOR:

Jena Frick, Program Chair, BPRC
Senior Media Relations Specialist
University of Maryland, Baltimore

SESSION 1: DEMYSTIFYING SOCIAL STRATEGY AND THE ALMIGHTY ALGORITHM

9:00am - 9:45am
Taverlee Laskauskas,
Paid Social Media Strategist, Enradius

SESSION 2: BUILDING YOUR PROFESSIONAL BRAND + INCREASING NEW OPPORTUNITIES THROUGH LINKEDIN

9:45am - 10:30am
Colleen McKenna, Intero

SESSION 3: SOCIAL MEDIA + PR: WHY YOU SHOULDN'T HAVE JUST ONE

10:30am - 11:15am
Claire Knudsen, Director of Social
Media, tbc

SESSION 4: VIDEO MARKETING MASTER PLAN - HOW TO MAKE YOUR MARKETING MATTER IN 2020

11:15am - 12:00pm
Zephan Blaxberg, Owner, ZMBmedia