



BACK TO THE ROOTS

COMMUNICATIONS & PR CONFERENCE

May 18th | Ocala, FL



Opening Keynote: Brandon West



Back to the Roots | Returning to the Only Brand Strategy That's Ever Actually Worked

In an age where people are suspicious of what they see online, skeptical about authorship, and distrustful of digital data, how does an organization prove its genuineness to prospective customers? Chief Purpose Officer and Founder of PHOS Creative, Brandon West, will share his agency's model for building your organization's most important marketing, communications, and PR tool: trust.

Breakout Session 1

10:50 - 11:30 a.m.



Reforming the Funnel Using Predictive Modeling

Dr. Kathi Swanson, CLARUS—A Carnegie Company

All community colleges are seeking increased enrollment, and marketing has traditionally been responsible for the top of the funnel-generating applicants. New applicant numbers are up, so why aren't enrollments? Learn how a new predictive model can assist in determining who is likely to enroll.



Navigating Ethics Challenges Like a Pro

Margaret Spontak, Free the Ocklawaha River Coalition

Navigating existing and emerging ethics challenges in private and public organizations has made the role of public relations professionals even more valuable. The growing lack of trust in institutions and evolving technology has made your ability to manage ethical dilemmas more difficult. This session reviews ethical issues in public relations, related case studies, potential scenarios, and tips for handling issues. Earns CEUs for APR/CPRC.



What Goes Into a Brand Revolution?

Loretta Shaffer, CPM, CDME, Marion Co. Visitors & Convention Bureau

Hear elements of the multi-faceted process to revolutionize the Ocala/Marion County Visitors & Convention Bureau. This session will cover the importance of research-driven data, community input, creative tagline and logo development, and testing to ensure branding resonates with community members and visitors.





Breakout Session 2

11:40 a.m. - 12:20 p.m.



Get the Most out of Your Marketing Budget

Sonda Eunos, Leading Marketing Solutions

Launching and operating a small business is especially challenging when working with a small marketing budget. In this presentation, Sonda will guide you through a step-by-step process to develop a strategic marketing plan to get the greatest ROI on your marketing budget.



How Program Marketing Can Save Enrollment

Cheryl Broom, GradComm

We get it: The college marketing department is overwhelmed and overworked and can't possibly market every program with low enrollment. In this session, Cheryl showcases college program marketing and shares examples of colleges that saw great results from hyper-focused program campaigns.



Telling Your Story has Impact

Lynne Foster Haines, African-American Club of The Villages

Who we are and where we come from are important facets of developing a narrative that gives perspective and assists others in connecting with you and your message. Storytelling from the heart can be impactful and create a lasting connection. Join me for this interactive presentation.

Lunch and Group Session

12:20-1:30 p.m.



How a Focus on the "I" and "A" in DEIA Leads to Success

Tom Gantt, Amplify Education

DEIA efforts lead to financial success, yet diversity and inclusion initiatives are hot-button topics. In this interactive discussion, learn how the management of diversity and inclusion has evolved from a focus on compliance to a strategic-level effort with a demonstrated positive impact on an organization's performance.





Breakout Session 3

1:40 - 2:20 p.m.



Catching the Low-hanging Fruit

Michelle Sjogren, St. Johns River State College

How many interested students land on a program page and bounce before you get their information? This presentation will demonstrate how easy and effective putting a request for information form (RFI) on program pages can be to capture contact information for retargeting and marketing.



Making a Good First/Fiftieth Impression

Justin MacDonald, TJM Promos

Brand impressions are important – they are the initial gateway to any brand's success. In today's world, consumers are inundated with countless choices, so we'll go over how to make sure your brand's impression is strong and memorable by using positive logo strategies and unique branding applications.



Leading a Team to Greatness

Lynn Nobles, UF/IFAS Extension, Marion County

Cultivating a shared vision, goal, or objective is vital in creating a functional team. This session will be centered around what makes a great team, breaking down silos within the organization, acknowledging the attributes of the members, having emotional intelligence, and always staying humble.

Breakout Session 4

2:30-3:10 p.m.



First Comes Networking, Then Comes Recruitment

Dr. Raphael Robinson, College of Central Florida, and Lauren Debick, Marion County Public Schools

Want more face-to-face time for high school recruitment? First, you need face-to-face time with school district leadership. Attend this presentation to hear tactics for building strong relationships and collaboration in order to increase school visits and engagement.





Breakout Session 4

2:30-3:10 p.m.



Rapid Rebrand: TCC2FSU Transformed

Suzi Baugh, Tallahassee Community College

TCC2FSU has been one of TCC's most popular and prominent programs, but had not been updated in many years, and time was running out to give it a fresh face in time for FSU denial letters to go out. Attend this presentation to hear how the TCC team, in as little as two weeks, completely rebranded the program as Aspire.



Using Analytics to Inform Your Digital Marketing Strategy

Katie Loftus, Farm Credit of Florida

When it comes to digital marketing, it is easy to collect raw data but not always easy to make sense of the data you've collected. This session will focus on which metrics you can use to optimize communications and increase campaign performance. Learn how to use the data you've collected from social media, your website, and email marketing to measure impact and inform strategy.

Closing Session

3:20-4 p.m.

Join us for final takeaways and door prizes.

Thank You to Our Sponsors



CLARUS
A CARNEGIE COMPANY

