

Conference Plan

Theme: PR: Anywhere and Everywhere- PR is something that is needed everywhere and anywhere. Microsoft founder, Bill Gates said, “If I was down to my last dollar, I’d spend it on public relations.” As young professionals it’s important to be aware of the variety of fields where public relations can be used. It’s important to start thinking and considering your niche in PR and develop skills that will help you reach your goals as a PR professional.

- **Track 1: For-profit-** This track will focus on for-profit companies and organizations. It will showcase the strengths and weaknesses of working for organizations and companies for the bottom line and how that affects PR in both a positive and negative way. The sessions will consist of the same topics for both tracks but will focus more on unique aspects of company culture, purposes and goals of for-profit vs. non-profit.
 - *Keynote Session:* The Need for PR Anywhere and Everywhere!
 - *Session 1:* Focusing on Ethics: What about the bottom line?
 - *Session 2:* Crisis Communication: A for-profit case study
 - *Session 3:* Event Planning: Company culture through Event Planning
 - *Session 4:* Global: A part of any and every where
- **Track 2: Non-profit-** This track will focus on non-profit companies and organizations. It will showcase the strengths and weaknesses of working for non-profit organizations and how that affects PR in both a positive and negative way. The sessions will consist of the same topics for both tracks but will focus more on unique aspects of company culture, purposes and goals of for-profit vs. non-profit.
 - *Keynote Session:* The Need for PR Anywhere and Everywhere!
 - *Session 1:* Focusing on Ethics: Religion, Sustainability and Humanitarianism
 - *Session 2:* Crisis Communication: A non-profit case study
 - *Session 3:* Event Planning: Is it only about Fundraising?
 - *Session 4:* Global: A part of any and every where

Registration: Registration/check in begins at 8:30 a.m. on Friday Apr. 10, 2015 in the Larsen Student Union second floor lobby. At registration there will be a meet and greet breakfast for PRSSA members. Chapter leaders will meet for a business briefing at 9:00 a.m. until 10:00 a.m. in the Conference room in room 237. Simultaneously, faculty advisors will convene in the Multicultural Council room upstairs on the Second floor.

- *Registration table set up:* We will have two tables set up with the same information on each table. The table will split the 15 colleges attending alphabetically and will have pre-registration forms from each student alphabetically. This is also where students can sign up for the Saturday Excursions.
- *Packets/Information:* While going through the line each attendee will receive a welcome packet with essential information about the conference, campus maps, itineraries and a small background on other activities available during the conference. The line will also have meal tickets for each person for lunch on Friday and dinner on Saturday at Messiah College’s main cafeteria Lottie Nelson Dining Hall. Name tags will also be passed around. Each member will also receive a free Messiah Pulse Pen and Water bottle (provided by the Pulse).

- *Meet and Greet Breakfast:* After signing into registration each PRSSA member is welcome to grab breakfast and meet and greet other students from the different colleges. The food will be set up near the fireplace on the second floor of Larsen and the conference attendees are welcome to move about and/or sit in the booths and couches on the second floor.
- *Faculty Advisor Meeting:* At 9:00 a.m. to 10:00 a.m. the faculty members will be encouraged to convene in the Multicultural Council Room which is behind the SLIP office in L207. The faculty advisors will discuss the program and have the opportunity to network with other advisors from other colleges.
- *Student Leader Meeting:* From 9:00 a.m. to 10:00 a.m. the student leaders of each PRSSA chapter will meet to discuss the logistical details of the conference, and enjoy some ice-breaker games and professional development activities.

Lodging: There are several options within a 10 mi. radius of Messiah College that PRSSA chapters can stay at decent prices. Here are some options:

- Comfort Inn- *1012 Wesley Drive, Mechanicsburg, PA, US, 17055*
 - 2 Queen Beds (Occupancy 5 with extra bed (\$89.00 per night))
 - 2 Queen Beds, Suite (Occupancy 7 with extra bed (\$109.00 per night))
- Wingate Hotel- *385 Cumberland Parkway, Mechanicsburg, PA 17055*
 - 3 rooms for 3 nights (Occupancy of 5 in each room)
 - Total: \$1,033.98 USD
- Hampton Inn- *4950 Ritter Road, Mechanicsburg, PA, 17055*
 - 2 Queen Beds (Occupancy 4) (\$149 per night)
 - Total: \$1,341.00

Conference Locations: Through consultation with Conference Services to find available space on campus the Conference will be held in different locations:

- *Larsen Student Union:* On the second floor of Larsen student union we will hold registration for the conference. The registration table will be set up to the right as you walk in and we will block off the second floor area for the meet and greet continental breakfast, the advisors meeting and will use the conference room for the PRSSA student leaders' business meeting. As you enter the top steps of the Larsen Student union there will be two tables set up for registration lines (See registration).
- *Alexander Auditorium:* The Keynote Opening Session will be held in Alexander Auditorium in Fry Hall on Friday at 10:00 a.m. to 11:30 a.m. Messiah College PRSSA chapter will welcome the conference attendees and introduce the keynote speaker (see Speaker). The keynote speaker will introduce the theme *PR: Anywhere and Everywhere* (see Theme) and the importance of public relations in the professional world. The speaker will touch on how for-profit and non-profit organizations approach public relations and the importance of both.
- *Parmer Hall:* Track 1: For-profits sessions will be held in Parmer Hall in Boyer. It is important to note that on Friday classes will still be in session so in order to limit traffic

signs will be posted at the side door of Boyer near Parmer cinema and conference attendees going to both sessions will have an easier time getting to their room.

- *Boyer 131: Track 2:* Non-profits sessions will be held in Boyer 131 in Boyer. It is important to note that on Friday classes will still be in session so in order to limit traffic signs will be posted at the side door of Boyer near Parmer cinema and conference attendees going to both sessions will have an easier time getting to their room.
- *Lottie Nelson Dining Hall:* For Friday lunch and Saturday dinner, conference attendees will have the opportunity to eat at Messiah's cafeteria Lottie Nelson Dining Hall. Here the students will use their two meal cards given during registration. The far end of dining area (Alaska) will be sectioned off for the conference members to sit and eat together.
- *Howe Atrium:* On Saturday from 10:00 a.m. until 11:30 a.m. the Job Fair and Networking opportunity will be held in the Howe Atrium in Boyer Hall. The Job Fair will include several different public relations firms prominent in the area, and neighboring states, a few larger companies. This event will be co-sponsored by the Career and Professional Development center.
- *Oakes Museum:* On Sat. from 5:30 p.m. until 7:00 p.m. we will host an ice-cream social for the students in the Oakes Museum to celebrate a great conference. The students will be able to mingle and enjoy one another's company. There will be a closing ceremony from 5:30 to 6:00 p.m. in the Oakes museum. Then from 6:00 p.m. until 7:00 p.m. the ice-cream social will begin for students.
- *Private Dining Room in ECC:* The faculty advisors are invited to a social in the private dining room behind Lottie Nelson. There they will mingle with other faculty members from different colleges and enjoy light refreshments and coffee/tea.
- *Brubaker Auditorium:* On Sat. night we will hold the closing banquet ceremony in the auditorium. The seats will

Program: Each conference member will be given an outline of the program and where each event will be held. This will be incorporated into the welcome packet (see Templates). There are specific events we will cover in the event plan here:

- *Excursion Plans:* On Saturday from 11:30 a.m. until 5:00 p.m. the conference attendees will be given the option to attend one of several excursions. The members will have the option of attending Hershey Park or visiting Lancaster's tourist attractions for shopping and leisure. Lunch and excursion costs including Hershey park tickets will not be provided. Maps, a list of activities and dining will be provided in each information packet.
- *Socials/Banquet:* On Friday night the attendees will be invited to opening social. Students will have an Ice-cream held in the Oakes Museum from 8:30 p.m. to 10:00 p.m. Faculty members will be invited to the private dining room behind Lottie Nelson to enjoy a faculty social. The faculty members will be served light refreshments, coffee and tea. Their event will also last from 8:30 p.m. until 10:00 p.m. On Saturday, there will be a closing ceremony in Brubaker Auditorium from 5:00 p.m. to 6:30 p.m. An elegant dinner will be served with live jazz band music. Later on a prominent speaker will close the conference. All events are business formal.

Friday Apr. 10, 2015

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|-------------------------|---|
| 8:30 a.m. - 9:30 a.m. | Registration/Check In Starts <i>Larsen Student Union Second Floor</i> |
| 9:00 a.m. - 10:00 a.m. | Student Leaders Meeting <i>Larsen Student Union Conference Room</i> |
| | Advisors Meeting <i>Multicultural Council Room</i> |
| | Meet and Greet Breakfast <i>Larsen Student Union Second Floor</i> |
| 10:30 a.m. - 11:30 a.m. | Welcome/Keynote Speaker: PR. Anywhere and Everywhere <i>Alexander Auditorium</i> |
| 12:00 p.m. - 1:00 p.m. | Lunch <i>Lottie Nelson Dining Hall</i> |
| 1:30 p.m. - 2:30 p.m. | Session 1: Focusing on Ethics <i>Parmer Cinema-Track 1: What about the Bottom Line?</i> <i>Boyer 131- Track 2: Religion, Sustainability and Humanitarianism</i> |
| 3:00 p.m. - 4:00 p.m. | Session 2: Crisis Communication <i>Parmer Cinema-Track 1: A for-profit case study</i> <i>Boyer 131- Track 2: A non-profit case study</i> |
| 5:30 p.m. - 6:30 p.m. | Dinner <i>Lottie Nelson Dining Hall</i> |
| 7:00 p.m. - 7:45 p.m. | Session 3: Event Planning <i>Parmer Cinema-Track 1: Company culture through Event Planning</i> <i>Boyer 131- Track 2: Is it only about Fundraising?</i> |
| 8:30 p.m. - 10:00 p.m. | Student Ice-cream Social <i>Oakes Museum</i> |
| | Faculty Advisor Mocktail Party <i>Private Dining Room</i> |

Saturday Apr. 11, 2015

| | |
|-------------------------|--|
| 8:00 a.m. - 9:00 a.m. | Breakfast <i>Lottie Nelson Dining Hall</i> |
| 9:00 a.m. - 10:00 a.m. | Session 4: Global PR. <i>Parmer Cinema-Track 1: Global: A part of any and every where</i> <i>Boyer 131- Track 2: Global: A part of any and every where</i> |
| 10:00 a.m. - 11:30 a.m. | Job Fair/Networking/Mock Interviews <i>Howe Atrium</i> |
| 11:30 a.m. - 5:00 p.m. | Afternoon Excursion |
| 5:00 p.m. - 6:30 p.m. | Banquet/Closing Ceremony <i>Brubaker Auditorium</i> |

Food: Below is the complete menu of the Conference. The food will be ordered from Messiah Catering and will be paid through our sponsors.

- Friday Apr. 10, 2014
 - *Breakfast*- Catering- Continental Breakfast
 - Bagels, Muffins, Fruit Platter, Coffee/tea, and Orange Juice
 - Cost: \$7.50 X 150 people
 - Total: \$1,125.00
 - *Lunch*- Lottie Nelson Dining Hall
 - Meal of the day
 - Cost: \$7.05 X 150 people
 - Total: \$1,057.50
 - *Dinner*- Lottie Nelson Dining Hall
 - Meal of the Day
 - Cost: \$9.00 X 150 people
 - Total: \$1,350.00
 - *Ice-cream Social*- Oakes Museum
 - *Ice-cream:* Vanilla, Chocolate, Strawberry, *Toppings:* Chocolate sauce, strawberry sauce, 1 cookie topping, 1 candy topping, whipped cream and nuts. Also includes pretzels, ice water, and punch
 - Cost: \$4.50 X 140 people
 - Total: \$630.00
 - *Faculty Social*- Private Dining Room
 - *Crab Dip & Warm Baguette:* \$29.50 per quart
 - *Finger Desserts:* \$18.00 X 2 doz.
 - *Coffee:* \$7.75, *Hot Tea:* \$6.25, and *Ice Water*
 - Total: \$79.50
- Saturday Apr. 11, 2014
 - *Breakfast*- Lottie Nelson Dining Hall (Sectioned off)
 - *Breakfast Burrito Bar:* Breakfast breads, coffee, tea, and juice
 - Cost: \$8.50 X 150 people
 - Total: \$1,275.00
 - *Dinner*- Brubaker Auditorium
 - *Salad:* Messiah Baby Blue *Entre:* Rotisserie Chicken *Dessert:* Vanilla Cheesecake or Mousse Ali Choclat
 - Cost: \$17.50 X 150 people
 - Total: \$2,625.00

Speakers: We hope to find speakers that are esteemed in scholars and professionals in public relations and have an understanding of working in the field in both the realm of for-profit and non-profit organizations. Several options of speakers include:

- *Opening Keynote Speaker:* David Meerman Scott (see Keynote Bio)
- *Closing Keynote Speaker:* Barbara Corcoran (see Keynote Bio)
- *Track 1 Speaker Requirements:* We hope to have four different speakers from the area that have influenced the specific area they will discuss either professionally or scholarly. These speakers could be professionals working in for-profit/non-profit organizations or educators or scholars in the specific field of public relations or communication. This will ensure a well rounded view of the topics in each session. We hope to bring in local people to speak or people from the neighboring states including: Pennsylvania, Maryland, New Jersey, Northern Virginia and New York.

Promotion Strategy:

- *Website:* First we will send information to the PRSSA website to post under the regional conference page. We will also promote the conference on Messiah's website under the department of communication and PRSSA chapter website.
 - About the Conference- A paragraph about the conference held at Messiah College and about the theme PR: Anywhere and Everywhere. Discuss a few of the activities included in the conference.
 - About Messiah College- A brief history of Messiah College and the PRSSA chapter.
 - Conference Details/Info- Explain the main details of the conference including date, time, place, few highlights and activities and provide a link for registration. Online Registration for the conference ends Feb. 1, 2015.
- *Facebook:* Create a Facebook event page and promote it on the PRSSA website and Messiah website. Through the event page the PRSSA chapter of Messiah College will promote the conference and share details with other chapters.
- *Twitter:* Use the twitter page to promote the conference and use the Hashtag, #wheresPR2015 to allow for feedback and evaluation after the event.
- *Save the Date Flyer:* Through Messiah Printing the chapter will print and distribute through mail a save the date flyer to all the chapters the region of Messiah college. This includes 15 different colleges in the area. The flyer will include the hashtag #wheresPR2015 and Facebook event page (see Templates)
- *Email:* The chapter will also email the flyer to all the PRSSA chapters that belong to the region.

Mementos: For a memento giveaway we plan to distribute PRSSA regional Conference Student Planners. We will customize student planners with the conference logo and hashtag on the cover and the planner will run from July. 2015 - August 2016 so that the attendees can use the planners for the next school year.

Budget

Below are the budget costs for the specific parts of our conference needs: food, speaker costs, and miscellaneous. All parts of the Budget will be sponsored by different PR firms, small businesses, corporations and even Messiah College's Student Government Association. List below is a list of sponsors and the amounts they contributed.

Food Budget

| Meal: | Serving: | Cost: | Total: |
|-----------|--|----------------------|------------|
| Breakfast | <i>Continental Breakfast:</i> Bagels, Muffins, Fruit, Coffee/Tea and Orange Juice | \$7.50 X 150 people | \$1,125.00 |
| Lunch | <i>Meal of the Day</i> in Lottie Nelson Dining Hall | \$7.05 X 150 people | \$1,057.50 |
| Dinner | <i>Salad:</i> Messiah Baby Blue <i>Entre:</i> Rotisserie Chicken <i>Dessert:</i> Vanilla Cheesecake or Mousse Ali Choclat | \$17.50 X 150 people | \$2,625.00 |
| Breakfast | <i>Breakfast Burrito Bar:</i> Breakfast breads, coffee, tea, and juice | \$8.50 X 150 people | \$1,275.00 |
| Dinner | <i>Meal of the Day</i> in Lottie Nelson Dining Hall | \$9.00 X 150 people | \$1,350.00 |
| Social | <i>Ice-cream:</i> Vanilla, Chocolate, Strawberry, <i>Toppings:</i> Chocolate sauce, strawberry sauce, 1 cookie topping, 1 candy topping, whipped cream and nuts. <i>Extras:</i> pretzels, ice water, and punch | \$4.50 X 140 people | \$630.00 |
| Social | <i>Crab Dip & Warm Baguette, Finger Desserts, Coffee, Hot Tea, and Ice Water</i> | | \$79.50 |

Messiah Catering Total: \$8,142.00

Speakers Budget

| Date: | Session Details: | Speaker: | Cost: |
|---------|--------------------------|----------------------|----------|
| Apr. 10 | Keynote Speaker: Opening | David Meerman Scott: | \$500.00 |
| Apr. 11 | Keynote Speaker: Closing | Barbara Corcoran | \$500.00 |
| | Thank you gifts | | \$50.00 |

Speaker Costs Total: \$1,050.00

Team Roles: Messiah College's PRSSA leaders and members will have the opportunity to volunteer and plan the regional conference. Here are some roles and tasks that need to be completed before, during and after the event.

- *Conference Services Liaison:* communicate with conference services about location, set-up, tear-down, tech crew, campus events etc
- *Catering Liaison:* communicate with catering about menus, linens, buffet, costs
- *Email communication Manager:* one person is in charge of replying emails to attendees or potential attendees. answering questions about the event and re-direct questions as needed to other members of the group
- *Social Media manager:* manages all the social media posts, monitors facebook and twitter presence and visibly.
- *Registration coordinator:* someone in charge of online registration and registration the day of the conference. In charge of welcome packets, name tags, emergency contact information, excursion sign-ups etc
- *Sponsorship Coordinator:* in charge of asking for donors and sponsorship for the different parts of the budget especially food and speaker costs
- *Job Fair Liaison:* coordinate with the Career and Professional Development Center in finding organizations for attendees to network.
- *Excursions Executive:* coordinating the two excursions, costs, transportation, safety, group rates etc.
- *Welcoming Committee:* main job is to make guests and attendees welcome and provide hospitality towards everyone at the conference. Make sure everyone is comfortable and have what they need. There other job is to implement evaluation plans through face-to-face communication with those at the event.
- *Traffic Controllers/Tour Guide:* make sure everyone knows where they are going, put up signs and take down signs to lead the conference attendees to their next location. Research parking options for guests; work with campus safety for rules and regulations. Communicate with them about the conference and the increased traffic in and out.
- *Program Coordinator:* ensures program is running smoothly, speaker introductions, troubleshooting issues, tech savvy in some areas. Work with conference services liaison to coordinate any needed materials during the event. Pose as a crisis hot line as well.

Job Fair/Networking: We will find 15 different organizations that showcase local and regional companies, non-profits and PR firms within the area. Here are a few to showcase:

- CURE International, Lemoyne, Pa.
- Forgotten Voices, Dillsburg, Pa.
- Paxton Ministries, Harrisburg, Pa.
- Pavone, Harrisburg, Pa.
- Fry Communications, Mechanicsburg, Pa.
- JDK Catering, Camphill, Pa.
- Tierney, Harrisburg, Pa.

Sponsorship: Listed Below is a breakdown of how much sponsorship we need in order to fund the conference. With registration fees at \$15 per person we will be able to raise \$2,250 which will cover a part of the meal costs in the budget. We need several different sponsors with different amounts or in-kind donations to meet our budget.

- Meal Cost: \$8,200.00
- Speaker Cost: \$1,100.00
- Mementos: \$15 X 150 = Total: \$2,250.00
- Print: \$50.00
- Total: **\$11,600.00**

Donations

| Organization | Gift | Meets Cost | Other |
|----------------------|----------------|--|--------------------------|
| SGA | \$500 | Printing- \$50, Speaker- \$100, Meals- \$200 Mementos- \$150 | |
| Messiah Pulse | \$25 Gift Card | Survey Gift Card | Pulse Pens/Water Bottles |

Sponsors

| Organization | Amount | Meets Cost |
|--------------|----------|-------------------|
| | \$100 | Mementos |
| | \$500 | Meals |
| | \$1,000 | Speaker |
| | \$1,000 | Meals |
| | \$1,500 | Meals |
| | \$2,000 | Mementos |
| | \$ 500 | Meals |
| | \$ 500 | Meals |
| | \$ 750 | Meals |
| | \$ 1,000 | Meals |
| | \$2,250 | Registration Fees |