



CONFERENCE + JOB FAIR

Saturday, Feb. 9, 2019 | 8:30 a.m. – 3 p.m. | University of St. Thomas, Minneapolis

Register at [minnesotaprsa.org/events](http://minnesotaprsa.org/events)

## PR NORTH CONFERENCE DESCRIPTIONS

### Breakout Sessions

One of the most exciting, challenging, and rewarding parts of a communications role is working with the media and influencers to secure coverage on behalf of your clients, but it's something you might not experience in school. In these breakouts, you'll learn the art of media and influencer relations from industry experts AND hear directly from media/Influencers.

#### Media Relations Panel + Workshop

*Hosted by Paul Maccabee, Owner, President and Founder of Maccabee Public Relations*

**Media panel featuring journalists from MPR, Star Tribune, KSTP and the Business Journal.**

- How do the media like to be pitched
- What are their pet peeves
- What's the best way for young pros to build relationships

#### Media relations workshop

Learn the different roles of media in a newsroom, understand how to identify the right media contact, and hear what makes a powerful pitch.

#### Influencer Relations Panel + Workshop

*Hosted by Lola Red's digital director, Erin Storm and influencer expert, Marissa Noble*

**Influencer panel featuring [Young Broke Fabulous](#), [Nessa Bess](#), [@miles.and.smiles](#) and [@greg\\_watson](#).**

- Discover, engage and build lasting relationships with influential content creators
- Brand Partnerships 101

#### Influencer workshop

Learn how to use data and tools to find the right influencers for your clients and best practices to engaging with social media stars.

### Keynote Interactive Activities

#### Negotiating Your Job Offer

You've received a job offer and are ready to pop the bubbly! But wait. Have you done any negotiating? What about the salary, PTO, parking, clients you'll work on, professional development funding?! In this session, you'll learn the tips and tricks of knowing exactly what you want and going after it.

#### Utilizing Your Strengths

You may have taken a strengths finder assessment, but what do the results really mean? StrengthsFinder expert, Jill Spiekerman Bonham, APR, MA, will uncover the qualities of each StrengthsFinder profile and give you actionable advice for how to speak to those qualities in an interview, what to look for in a team, and how to find mentor and advocates that complement your strengths.

**PR North Attendees: please bring your strengths to the session. If you have not taken the assessment, [do so here](#). If you are unable to complete this assessment before the event, it's OK – but we want to ensure you get the most out of every session!**

### Job and Career Fair

Learn more about job and internship opportunities in the Twin Cities. Time to update your LinkedIn! Smile for your FREE professional headshot. Participate in mock interviews, resume critiques and portfolio reviews with top Twin Cities HR professionals. Grow your network with other students and communications professionals.