



PRSA SOUTHEASTERN WISCONSIN CHAPTER PRESENTS: PRO DAY 2018

Find Your #PRStrong

The Public Relations Society of America Southeastern Wisconsin Chapter, the largest professional PR organization in Wisconsin with over 200 members, is hosting a great event for college students to learn more about careers in PR/Marketing.

When:

Friday, April 20, 2018 from 11:30 am – 5 pm

Agenda:

11:30 am: **Networking with Professionals**
12:00-1:30 pm: Luncheon with Guest Speaker – Sharon Barbano, Head of Public Relations, Saucony speaking on “Find Your #PRStrong”

In the field of communications, it may seem as if there are a million paths to pursue. What is important is to find the path that empowers and excites you every day. Learn to find your strong by working hard, adapting and growing.

1:45-2:45 pm: Young Pros Panel Discussion lead by Big Shoes Network entitled, “How We Got Our First Professional Jobs: Dos and Don’ts.”
Panelists will include:

- Liz Siepmann, Foxtrot Content Studio
- Natalie Jaeger, EPIC Creative
- Ashley Kast, Z2 Marketing
- Sarah Gentil, Cramer Krasselt
- Emily Bultman, HSA Bank

3:00–3:45 pm: Tour of Celtic Ad Agency
4:00-4:45 pm: Tour of Summerfest’s Headquarters

Where:

Italian Community Center, 631 E. Chicago St.
Downtown Milwaukee
(Free parking in back.)

Menu:

Chicken Marsala with Mushroom Sauce and Mashed Potatoes
Dessert: Cookies and Cream Torte (A vegetarian option will also be available.)

Cost:

\$15 for PRSSA student chapter members
\$25 for PR/Marketing general students



More on our Luncheon Speaker:

Sharon Barbano, Head of Public Relations for Saucony and Wolverine Boston, is an industry leader in strategic communications and sports marketing with more than 30 years of experience in entrepreneurial and corporate leadership positions. At Saucony, Barbano has applied her passion as a former world-class runner to communicate the brand’s award-winning, performance running technologies while inspiring others to experience the transformational power of running.

Barbano is also an executive and personal development coach, having trained with the Coaches Training Institute, an affiliate of Harvard Medical School. She delivers a high-performance coaching model that helps clients tap into their life’s purpose, possibilities and presence.

Sponsor:

