



Breakfast Program – Tuesday, April 16, 2019

“Strategic Alliances: Public Relations and Sponsorships”

Date: Tuesday, April 16, 2019

Time: 8:30 – 9:00 AM Registration & Breakfast
9:00 – 10:00 AM Program

Location: Science History Institute
315 Chestnut St
Philadelphia, PA 19106

Cost: \$35 for PPRA Members; \$50 for Non-Members; \$25 for Students
Additional \$5 for Walk-ins

With the evolving world of earned media and new content platforms, PR professionals have more and more creative opportunities to reach mass and targeted markets. Sponsorships — whether financial or in-kind — can help achieve successful brand exposure via many channels. Join us for a lively and informative panel discussion with top business and media sponsors to learn how they execute marketing alliances. Learn what they do, how they do it, and how they measure reach and impact. Whether you’re an agency with non-profit or business clients, a non-profit communications pro, or a client representative looking for new ideas, this panel is for you.

Moderated by **Matt Cabrey**, Executive Director, Select Greater Philadelphia.

Confirmed Panelists:

- **Kathy Albanese**, Corporate Relations Executive, IBX
- **Grace Manning**, Manager of Social Impact, Saxby’s
- **Paula McDermott**, Vice President, Marketing and Sales, ABC Television
- **Hugh D. McStravick**, Vice President, Client & Community Relations Director, PNC Financial Services Group
- **Dina Silver Pokedoff, APR**, Director, Branding and Communication, Saint-Gobain North America
- **Dawn Angelique Roberts**, Chief Running Officer, Elite Access Running

REGISTRATION FORM
Breakfast Program
April 16, 2019

Please return to:
PPRA Office
P.O. Box 579
Moorestown, NJ 08057
(P) 215-557-9865
(F) 856-727-9504
(E) info@ppra.net
Register online at
www.ppra.net

Name(s): _____

Company: _____

Address: _____

Email: _____ Phone: _____

PPRA Member (\$35 per person) Non-Member (\$50 per person) Students (\$25)

I will pay with a check (*payable to PPRA*) I will pay with a credit card VISA MC AMEX

Name as it appears on card: _____ Amount: _____

Credit Card Number: _____ Exp. Date: _____ CCID: _____

Credit Card Billing Address: _____

Special Dietary or Accessibility Needs: _____

Cancellations will be accepted in writing by April 12, 2019. No Refunds after April 12, 2019. No-shows will be billed.