



Tuesday, October 30, 2018

“Get Social: How to Approach Online Influencers Now”

Date: Tuesday, October 30, 2018

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

Location: Hard Rock Cafe Philadelphia
1113-31 Market Street
Philadelphia, PA 19107

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

The worlds of social media and PR collide in this panel that focuses on the power of wielding social influencers.

Our five panelists have all successfully built brands through social platforms. They’ll gather to discuss the fast-changing field and offer best practices and advice.

Attendees will come away with an up-to-the-minute understanding of how to make an impact for your organization, using the new rules of social media influence.

Panelists include:

- **Emma Fried-Cassorla**, Philly Love Notes
- **HughE Dillon**, Philly Chit Chat
- **Paige Knapp**, Devine + Partners
- **Kevin Chemidlin**, PhillyWho Podcast
- **Ja-mel Vereen**, Cuba Libre Digital Media Producer and co-founder, Wooderice.com
- Moderated by **Michelle Conron**, Cashman & Associates

REGISTRATION FORM
Breakfast Program – October 30, 2018

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: _____

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

Cancellations will be accepted in writing by October 26, 2018. No Refunds after October 26, 2018. No-shows will be billed.