

Committees

Fundraising

As a group we hold events throughout campus to fundraise for our organization. We hold many events throughout the year, including speakers and sessions and fundraising is a big part of our process. Our fundraising team is at the forefront of these projects, and are always looking for fresh new members with new ideas!

Social Media

Trying to brush up on your social media tactics? We have a team for that too! We have a social media presence and our committee members are always looking for new ways to promote our society. We will be having exercises throughout the year to build social media presence including an opportunity to have your professional LinkedIn photo taken!

Promotions

Our promotions team not only provides us with our promotional material but they are also involved in all aspects of our events.

To help out with one of these committees attend our next meeting or E-Mail RMUPRSociety@gmail.com



[@RMUPRSociety](https://www.facebook.com/RMUPRSociety) | [Facebook.com/RMUPRSociety](https://www.facebook.com/RMUPRSociety) | RMUPRSociety@gmail.com

RMU Public Relations Society





RMU Public Relations Society

What we do:

The RMU Public Relations Society is a group of individuals looking to gain more information and experience in communications, social media, and all things Public Relations.

We welcome anyone and everyone who is interested and motivated in the field of PR! We strive to better ourselves through speakers who have experience within the field, informative sessions, networking opportunities, as well as hands-on exercises to polish our skills and stay up to date in the fast paced and demanding PR profession.

Opportunities

Each Fall semester, the Public Relations students are presented with the opportunity to attend the Public Relations Student Society of America National Conference. The PRSSA conference is held in a different major city each year. In 2012 we traveled to San Francisco for a conference with the motto: "Bridging the Gap". This fall we will be traveling to Philadelphia for five days to hear informative speakers talk about anything from crisis communications to fashion PR.

Friday, October 25

- 12 p.m.–7 p.m. Registration and Hospitality
- 1:45 p.m.–2:45 p.m. Regional Conference Workshop
- 3 p.m.–4 p.m. Student-Run Firm Workshop
- 4:15 p.m.–5:15 p.m. Chapter Development Session 1
- 5:30 p.m.–6:45 p.m. Chapter Development Session 2
- 5:45 p.m.–7 p.m. Chapter Presidents' Leadership Workshop
- 8 p.m.–10:30 p.m. PRSSA Adviser Session
- The Ivy Lee Club Opening Night Celebration

Saturday, October 26

- 8 a.m.–2 p.m. Registration and Hospitality
- 8 a.m.–9 a.m. Continental Breakfast
- 9 a.m.–11:30 a.m. Welcome
- Keynote Address
- Awards
- Chapter Roll Call
- 12 p.m.–1:15 p.m. Chapter Presidents' Lunch
- 1:30 p.m.–2:30 p.m. Professional Development Session 1
- 2:45 p.m.–3:45 p.m. Professional Development Session 2
- 4 p.m.–5 p.m. Professional Development Session 3
- 5 p.m.–8 p.m. PRSA Diversity Mixer (optional)
- 5:15 p.m.–6:15 p.m. Officer Discussions
- Open Evening
- Explore On Your Own

Sunday, October 27

- 8:15 a.m.–9 a.m. Champions for PRSSA Coffee Break
- 9 a.m.–12 p.m. Registration and Hospitality
- 9:15 a.m.–10:30 a.m. Keynote Address — Meet the Living Legends of Public Relations
- 11 a.m.–12 p.m. Professional Development Session 4
- 1 p.m.–2:30 p.m. PRSA General Session with Brian Solis
- 3:30 p.m.–4:30 p.m. Professional Development Session 5

Monday, October 28

- 7 a.m.–12 p.m. Registration and Hospitality
- 8 a.m.–9:45 a.m. PRSA General Session with Vernice "FlyGirl" Armour
- 10:30 a.m.–12 p.m. Career Development Exhibition (Schools A–L)
- 12:30 p.m.–2 p.m. Career Development Exhibition (Schools M–Z)
- 2:30 p.m.–3:30 p.m. Professional Development Session 6
- 6 p.m.–8:30 p.m. A Step Forward:



2013 National Conference

This years conference offers speakers from the following companies and organizations:

- General Motors
- APCO Woldwide
- Philadelphia Phillies
- Philadelphia 76ers
- Alex's Lemonade Stand
- NBC 10
- Hilton Worldwide
- LIVESTRONG Foundation
- Google Analytics
- Burson-Marsteller
- Edelman Digital