

2025 Public Affairs and Government Summit

## Building Stronger Communities

June 11–13 • Tempe, Ariz. • The Westin Tempe



## 2025 Public Affairs and Government Summit Building Stronger Communities

June 11-13, 2025  
The Westin Tempe  
Tempe, Ariz.

### 2025 Summit

#### Be a part of one of our biggest PRSA annual events!

The PRSA [Public Affairs & Government Section \(/home/get-involved/professional-interest-sections/public-affairs-and-government-section-old\)](/home/get-involved/professional-interest-sections/public-affairs-and-government-section-old) Summit has outstanding networking opportunities and targeted public affairs and government communications programming. We are thrilled to announce that this year's Summit will be in Tempe, Ariz.

**Register now!** (<https://rise.prsa.org/PAGReg>)

The Public Affairs and Government 2025 Summit will feature three days of professional development, idea interaction, and networking among those whose talents are in high demand at the nexus of public policy, community safety and protection, crisis communications, and environmental concerns.

The Summit will address the multi-disciplinary interests of public affairs professionals and provide access to valuable resources for communicators who hold public affairs roles in the private, nonprofit, and NGO sectors, as well as communicators with key roles in local, state, and national governing bodies and the military. Topics may include government relations, JIC/NIMS, crisis communications, strategic planning, conflict resolution, community relations, "train the trainer" for media relations, artificial intelligence, and podcasting.

---

# Event Agenda

Public Affair and Government Summit

---

## Wed, Jun 11, 2025

7:00 AM - 5:00 PM	Registration
7:30 AM - 3:30 PM	Pre-Con
4:30 PM - 5:30 PM	PRSSA Event
6:00 PM - 7:00 PM	Reception
7:00 PM - 9:00 PM	Dinner On Your Own

---

## Thu, Jun 12, 2025

7:00 AM - 5:00 PM	Registration
7:30 AM - 8:00 AM	Breakfast
8:00 AM - 8:15 AM	<b>Summit Welcome</b> Speakers: Karla Slate, APR, Chris Yandle, Ph.D., APR, Hannah Espinoza-Bourgeois
8:15 AM - 9:20 AM	<b>Attendee Welcome Round Robin</b>
9:30 AM - 10:15 AM	<b>General Session 1: TBD</b>
10:15 AM - 10:25 AM	<b>Short Break</b>
10:25 AM - 11:10 AM	<b>General Session 2: Don't Let the Water Win: Helping communities win the battle when it floods</b> Speaker: Lori Croy
11:10 AM - 11:20 AM	<b>Short Break</b>
11:20 AM - 12:05 PM	<b>General Session 3: Adapting Branding Community Strategy to Government Organizations: Tools, Tactics, and Processes for Sustainable Civic Engagement</b> Speaker: Michael N. Daily, APR
12:05 PM - 12:40 PM	<b>Lunch</b>
12:40 PM - 1:30 PM	<b>Keynote Session: Crisis Communications in the Digital Age</b> Speaker: Dallas Lawrence
1:30 PM - 1:40 PM	<b>Short Break</b>
1:40 PM - 2:25 PM	<b>General Session 5: Developing Your Opposition Research Skills to Mitigate Mis-, Dis- and Mal-Information (those liars, haters and cheaters)</b> Speakers: Dianne Danowski Smith, APR, Fellow PRSA, Lauri-Ellen Smith, APR
2:25 PM - 2:35 PM	<b>Short Break</b>

<b>2:35 PM - 3:20 PM</b>	<b>General Session 6: Mission Accessible: Developing Your Multilingual Communications Strategy</b> Speaker: Evan Berry
<b>3:20 PM - 3:30 PM</b>	<b>Short Break</b>
<b>3:30 PM - 4:15 PM</b>	<b>General Session 7: Using video to inspire community vitality and engagement</b> Speaker: Maxine Herr
<b>4:15 PM - 4:30 PM</b>	<b>Adjourn</b>
<b>6:00 PM - 9:00 PM</b>	<b>Off Site Event</b>

---

## Fri, Jun 13, 2025

<b>7:00 AM - 12:00 PM</b>	<b>Registration</b>
<b>7:30 AM - 8:00 AM</b>	<b>Breakfast</b>
<b>8:00 AM - 8:00 AM</b>	<b>General Session 1: Public engagement in Maui wildfire disaster response and recovery</b> Speaker: Mahina Martin
<b>8:45 AM - 8:55 AM</b>	<b>Short Break</b>
<b>8:55 AM - 9:40 AM</b>	<b>General Session 2: Building Strong Even When You're Small</b> Speaker: Carmen Palmer
<b>9:40 AM - 9:50 AM</b>	<b>Short Break</b>
<b>9:50 AM - 10:35 AM</b>	<b>General Session 3: How A Parade Helps Bring Honor to Veterans</b> Speaker: Paula L. Pedene, APR, Fellow PRSA
<b>10:35 AM - 10:45 AM</b>	<b>Short Break</b>
<b>10:45 AM - 11:30 AM</b>	<b>General Session 4: Beyond Thoughts and Prayers: Building Community Trust through Empathy</b> Speaker: Jodi Silva
<b>11:30 AM - 11:40 AM</b>	<b>Short Break</b>
<b>11:40 AM - 12:25 PM</b>	<b>General Session 5: Helping Hands: Two Largest School Systems Partner on Communications Strategy</b> Speaker: Kate Lucadamo
<b>12:25 PM - 12:40 PM</b>	<b>Lunch</b>
<b>12:40 PM - 1:30 PM</b>	<b>Lunch Panel</b>
<b>1:30 PM - 1:40 PM</b>	<b>Short Break</b>
<b>1:40 PM - 2:25 PM</b>	<b>General Session 6: How to Capture Global Media Attention, Connect with Your Community and Build Brand Loyalty for Under \$2K</b> Speakers: Sue Breeding, Lesley Miller, Jessica Mensch
<b>2:25 PM - 2:35 PM</b>	<b>Short Break</b>
<b>2:35 PM - 3:20 PM</b>	<b>General Session 7: Stewardship, Education, and Engagement: A Public Information Model for Community Building</b> Speakers: Toni-Anne Blake, APR, Darrah Piliari

3:20 PM - 3:30 PM	Short Break
3:30 PM - 4:15 PM	<b>General Session 8: Barbie Land and Tumblegeddon: When Catchphrases Can Help Untangle A Viral News Story</b> Speaker: Rachael Van Cleave, MBA, APR
4:15 PM - 4:30 PM	Adjourn
6:30 PM - 9:00 PM	Restaurant Romp Networking Opportunity (Pay Your Own)