

A LOOK BACK AT 2017

WITH THE INSTITUTE FOR PUBLIC RELATIONS

HIGHLIGHTS



56th Annual Distinguished Lecture and Awards Dinner

Featuring Lee Rainie,
Director of Internet and Technology
Research at Pew Research Center



Four IPR Research Symposiums:

- Beijing
- Kuala Lumpur
- Hong Kong
- New York City



IPR-PRIME Research Strategic Corporate Communication and Research Conference

In New York City



Public Relations Leadership Forum in Chicago

With the Arthur W. Page Society
and PR Council

REMEMBER THAT TIME...

STUDENT AWARDS



IPR-PRIME Research Infographic Design Internship Competition

Don Bartholomew Award for Excellence in Public Relations Research
(Sponsored by Ketchum)

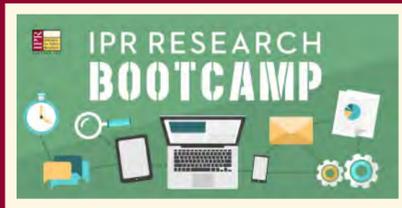
Makovsky's Best Master's Thesis of the Year

Grunig PRIME Research Award

NEW PROGRAMS AND EVENTS



The Bridge
Public Relations and Communications Conference
connecting the academy and the profession (April 2018)



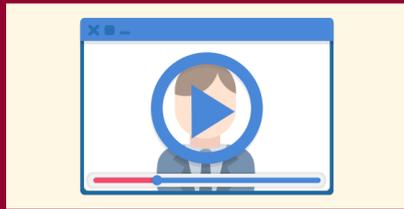
IPR Research Bootcamps



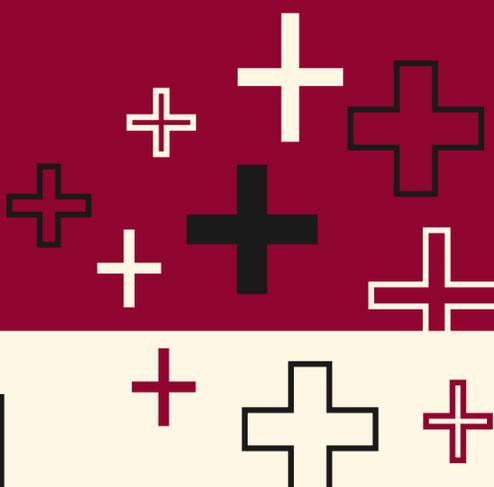
Launch of PR Journal with PRSA
Free web-based, open access, quarterly journal



IPR Southeast Asia Alliance at Singapore Management University



A bimonthly webinar series
Sponsored in part by the University of Florida and PRIME Research



NEW RESEARCH



The Science of Influence: How Social Media Affects Decision Making in the Healthcare, Travel, Retail, and Financial Industries
- IPR Digital Media Research Center

The 2017 IPR and PRSA Report: KSAs and Characteristics of Entry-Level PR Professionals



Five Ways to Spot Fake Research

The 2017 Plank Center for Leadership in Public Relations and IPR Report: Millennial Communication Professionals In the Workplace



A Time of Change: How CCOs and CMOs are Handling a New Presidential Administration - with Peppercomm

FTC Regulation of Native Advertising: How New Federal Rules Impact PR Practice



Managing the Digital Age: A Dialogue with CCOs and CMOs - with Peppercomm

Top 10 Public Relations Research Insights of 2016



Thank you for your tremendous support and here's to an amazing 2018!