

IPR Research Symposium in NYC

November 28, 2018 | 2:00 p.m. to 5:00 p.m.
SUNY Global Center, NYC

Wi-Fi: SUNYGuest
Password: suny3485

#IPRNYC18



2:00 p.m. – 2:05 p.m. **Welcome** by Sarab Kochhar, Ph.D., Institute for Public Relations

2:05 p.m. – 2:30 p.m. **Mind the Gap: Increasing Women's Leadership in PR**
by Tina McCorkindale, Ph.D., APR, Institute for Public Relations,
Megan Dubrowski, KPMG, and Rebecca Rickert, KPMG

2:30 p.m. – 2:55 p.m. **2018 North American Communication Monitor: Tracking Trends**
by Bryan Reber, Ph.D., and Juan Meng, Ph.D., University of Georgia

2:55 p.m. – 3:10 p.m. **Networking Break**

3:10 p.m. – 3:35 p.m. **How Immersive Storytelling Through Virtual Reality Can Create Social Change** by Sriram Kalyanaraman, Ph.D., University of Florida

3:35 p.m. – 4:00 p.m. **Artificial Intelligence and the Rise of a New Generation**
by Imad Lahad, APCO Worldwide

4:00 p.m. – 4:10 p.m. **Networking Break**

4:10 p.m. – 4:35 p.m. **Diverse Voices: Profiles in Leadership** by Emile Lee, Dun & Bradstreet

4:35 p.m. – 5:00 p.m. **Pathfinder Presentation: Identity and/in/of Public Relations: A Research Path** by Bey-Ling Sha, Ph.D., APR, San Diego State University

Speaker Bios



@meg_dub

Megan Dubrowski is Director, Global and U.S. Communications, at KPMG and has more than 12 years of experience helping clients from a variety of industries build and maintain a positive brand image in the marketplace. She is also a PRWeek U.S. 2018 Champions of PR recipient. Dubrowski's expertise includes media relations, internal communications, stakeholder communications, brand reputation, executive thought leadership, crisis, and media strategy development.



Dr. Sriram Kalyanaraman is Professor of Journalism and the founding director of the Media Effects and Technology Lab at the University of Florida College of Journalism and Communications. He teaches graduate and undergraduate classes in new media and communication technology, media psychology and research methodology. These include courses on human-technology interaction, process and effects of mass communication, quantitative techniques, experimental design and analysis, among others.



@sarabkochhar

Dr. Sarab Kochhar is the Director of Research with the Institute for Public Relations (IPR). At IPR, she is the chief strategist, advising and leading the Institute on research priorities and programs. She also serves as Director of Strategic Engagement at APCO Worldwide. In this role, she assists the office of the founder and executive chairman by serving as a strategic counsel to help conceptualize, drive, and execute global engagement strategies.



@imadlahad

Imad Lahad is head of APCO Worldwide's AI Comms Lab and co-lead of the firm's global digital practice. Based in Dubai, he works with clients to develop innovative approaches to tell their stories as well as promote and protect their brands through leveraging innovations in artificial intelligence and digital tools.



@elee01

Emile Lee is the SVP and Global Head of Communications for Dun & Bradstreet. He is responsible for the company's internal and external communications, including: employee communications, media relations, public relations and much more. Prior to his current role, Lee led communications for Johnson & Johnson's consumer business across North America.



@tmccorkindale

Dr. Tina McCorkindale, APR, is the President and CEO of the Institute for Public Relations, a nonprofit founded in 1956 devoted to research that matters to the profession. She taught as a professor for 15 years and has more than 10 years of experience working in corporate communication and analytics. She has more than 150 presentations and publications in books and journals with a research focus in digital and behavior. She lives in Seattle, WA.

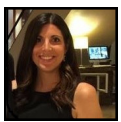


Dr. Juan Meng is Associate Professor of Public Relations in the Grady College of Journalism and Mass Communication at the University of Georgia. She founded Grady College's Choose China study abroad program in 2013 and has directed it ever since.



@bhreber

Dr. Bryan Reber is the C. Richard Yarbrough Professor in Crisis Communication Leadership, and the head of the Department of Advertising and Public Relations at Grady College at the University of Georgia. In addition to his departmental and teaching responsibilities, Reber also directs the UGA Crisis Communication Coalition, dedicated to the study of crisis communication and strategic response to related issues.



@beccarickert

Rebecca Rickert serves as Associate Director for Corporate Reputation and Digital Communications for KPMG. She has experience in all aspects of interactive marketing and communications, including strategic planning and management from the agency and in-house perspectives. Her specialties include media relations, branding, events, advertising and copywriting.



@DrSha

Dr. Bey-Ling Sha, APR, is Professor of Public Relations and the interim Associate Dean of the College of Professional Studies and Fine Arts at San Diego State University. She is an award-winning public relations researcher, teacher and practitioner. Sha's primary research program examines the intersection of identity and public relations. She is the recipient of the 2018 IPR Pathfinder Award.