

IPR Research Symposium in NYC

November 19, 2019 | 2 p.m. to 5 p.m.
SUNY Global Center, NYC

Wi-Fi: SUNYGuest
Password: suny3485

#IPRNYC19



- 2:00 pm – 2:05 pm **Introduction** by Dr. Tina McCorkindale, President & CEO at the Institute for Public Relations
- 2:05 pm – 2:35 pm **How *The Washington Post* Approaches and Measures Experimental Storytelling** presented by Elite Truong, Deputy Editor, Strategic Initiatives at *The Washington Post*
- 2:35 pm – 3:05 pm **The IPR Future of Work Study: A Wild Ride Ahead** presented by Dr. Melissa Dodd, Associate Professor and Assistant Director of Academic Programs at the University of Central Florida
- 3:05 pm – 3:35 pm **AI and the Human Experience** presented by Kay Sargent, Director of Workplace at HOK
- 3:35 pm – 3:55 pm **Break**
- 3:55 pm – 4:25 pm **Women in Leadership in PR – Phase Two** presented by Dr. Tina McCorkindale, President & CEO at IPR, and Rebecca Rickert, Director, Global Communications at Prudential Financial
- 4:25 pm – 4:55 pm **Pieces from the PR Relationships Puzzle** presented by Dr. Lynn Zoch, 2019 IPR Pathfinder Award Winner
- 4:55 pm – 5:00 pm **Conclusion** by Dr. Tina McCorkindale, President & CEO at the Institute for Public Relations

Speaker Bios



@elitetruong

Elite Truong is the Deputy Editor for strategic initiatives at *The Washington Post*, where she leads experimental storytelling projects working with *The Post's* journalism, technology, and advertising teams. Prior to *The Post*, Elite led product strategy and development for off-platform storytelling at Vox Media, authored a column on media innovation and hosted the “*Next Steps*” podcast on non-traditional career paths in and out of media for Poynter.



@mellydodd

Dr. Melissa Dodd is an Associate Professor and Assistant Director of Academic Programs at the University of Central Florida. She is the (co)author of multiple refereed journal publications and book chapters and has presented award-winning research at top-tier academic conferences around the world. Her research interests include social media, corporate social responsibility, social capital theory, and measurement as it relates specifically to understanding bottom-line outcomes of public relations.



Kay Sargent is the Director of Workplace at HOK. With more than 34 years of experience, Kay is a recognized expert on workplace design and strategy issues. She is an award-winning designer who has worked with several Fortune 500 companies to optimize their global real estate portfolios and create innovative work environments. Kay is considered a thought-leader on workplace. She has authored multiple white papers and articles on a variety of design-related topics including wellbeing; next-gen workforce; technologies impact on the workplace; space fusion and the rise of the human factor.



@tmccorkindale

Dr. Tina McCorkindale, APR, is the President and CEO of the Institute for Public Relations. She taught as a professor for 15 years and has more than 10 years of experience working in corporate communication and analytics. She serves on multiple industry and advisory boards. In 2019, she was selected as one of 40 national leaders to participate in the 91st Joint Civilian Orientation Conference, the most prestigious public outreach and full immersion program in the Department of Defense. She is the recipient of the 2017 PRSA David Ferguson Award and was a 2018 inductee in the *PRNews* Measurement Hall of Fame.



@beccarickert

Rebecca Rickert is the Director of Global Communications at Prudential Financial. She was previously an 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.



Dr. Lynn M. Zoch is the winner of the 2019 IPR Pathfinder award. She is Professor Emerita at Virginia's Radford University where she was the founding Director of the School of Communications. She has Master's and Doctoral degrees from Syracuse University in public relations management and public communication, respectively. Before moving to RU, Zoch taught at the University of Miami and the University of South Carolina, where she was the Director of the Master's degree program and sequence head for the advertising and public relations programs. She has six years of professional experience in educational and nonprofit public relations and has continued her connection to the field through consulting work with local and state organizations.