

# IPR Research Symposium in NYC

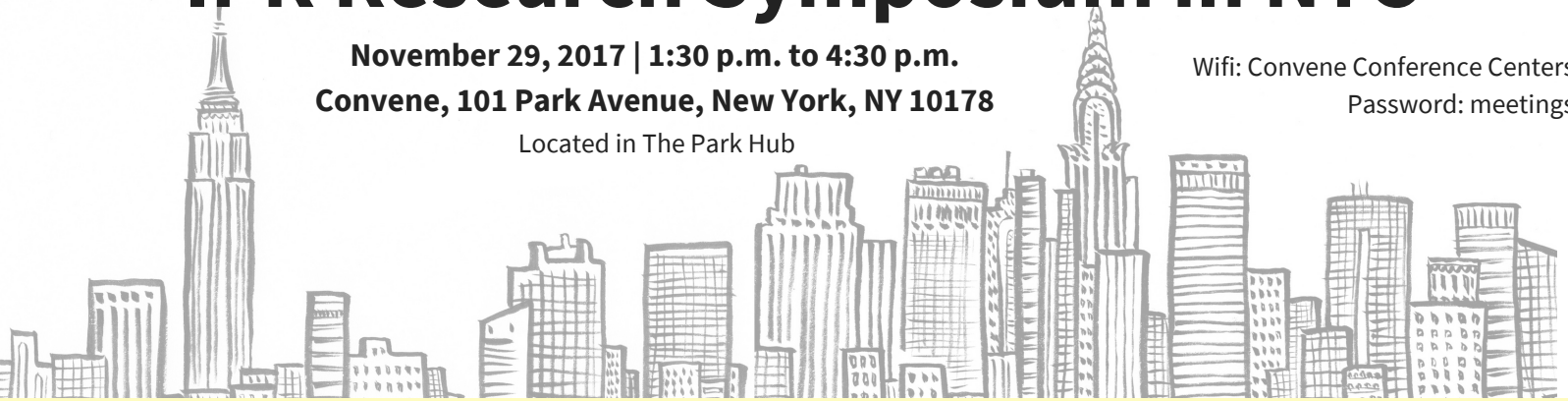
November 29, 2017 | 1:30 p.m. to 4:30 p.m.

Convene, 101 Park Avenue, New York, NY 10178

Located in The Park Hub

Wifi: Convene Conference Centers

Password: meetings



#IPRNYC17

1:30 p.m. – 1:40p.m. **Opening Remarks**

Dr. Sarab Kochhar, Institute for Public Relations

1:40 p.m. – 2:05 p.m. **PR Leaders are Pretty Average: Plank Center Report Card 2017**

Dr. Bruce Berger, University of Alabama and Dr. Juan Meng, University of Georgia

2:05 p.m. – 2:30 p.m. **Building Brands in an Influencer Dominated World**

Evan Kraus, APCO Worldwide

2:30 p.m. – 2:45 p.m. **Break**

2:45 p.m. – 3:10 p.m. **Lasting Change: How to Create Behavioral Change for the Better**

Ann Christiano, University of Florida

3:10 p.m. – 3:35 p.m. **Emerging Trends, Shifts, and Priorities in the World of Analytics**

Mark Stouse, Proof

3:35 p.m. – 3:50 p.m. **Break**

3:50 p.m. – 4:20 p.m. **Public Relations and Post-Communication: Applying Theory to Address a Paradox in Public Communication**

Dr. Jim Macnamara, University of Technology Sydney and a Visiting Professor at London School of Economics and Political Science

4:20 p.m. **Concluding Remarks**

Dr. Tina McCorkindale, Institute for Public Relations

Thank you to our sponsor, Willard D. “Bill” Nielsen!

# Speaker Bios



**Bruce K. Berger**, Ph.D., APR, is Professor Emeritus of Advertising & Public Relations in the College of Communication and Information Sciences at the University of Alabama. In addition to being the Founding Director of The Plank Center for Leadership in Public Relations, he serves as its Research Director. Before entering academia, Bruce was a PR professional and executive for 20 years. Bruce is a Trustee of the Institute for Public Relations and received its Pathfinder Award for career contributions to scholarly public relations research in 2012.



@aechristiano

**Ann Christiano** is the the Frank Karel Chair in Public Interest Communications at the University of Florida. Her role is to develop a curriculum in the newly-emerging discipline of public interest communications, which uses the tools of public relations and journalism to create positive social change. Before joining UF, she directed communications for The Robert Wood Johnson Foundation's Vulnerable Populations portfolio. This portfolio creates new opportunities for better health by investing in health where it starts and grows—in our homes, schools and jobs. Earlier in her career at RWJF she developed a robust government relations program that helped Foundation grantees build productive relationships with their elected officials and significantly increased the Foundation's profile among Washington policy-makers.



@ekraus

**Evan Kraus** is president and managing director of operations at APCO Worldwide and is based in APCO's Washington, D.C., office. Mr. Kraus has served as a senior strategic counselor for many of the world's largest businesses – helping them optimize their Web presence; tell a better corporate story; “push” their messages out to target audiences; shape online issue debates; identify, attract and mobilize supporters and endorsers; conduct outreach to bloggers and other new media channels; and analyze the online environment to form strategy.



**Juan Meng**, Ph.D., is Director of UGA's ADPR China Program and Associate Professor in Public Relations at the University of Georgia. Dr. Meng's current research focuses on leadership in public relations, talent management and leadership development. Dr. Meng has received more than \$190,000 in funding grants to support her research in the past six years. She has published her research in leading scholarly journals and books in public relations and communication management. Meng is a Plank Scholar at the Plank Center for Leadership in Public Relations. She is the co-editor of the scholarly book based on a funded global public relations leadership research project, *Public Relations Leaders as Sensemakers: A Global Study of Leadership in Public Relations and Communication Management*.



@markstouse

**Mark Stouse** is the Founder & Chief Executive Officer at Proof. An award-winning B2B CMO and CCO, Mark is one of the first leaders to connect all types of marketing investment to revenue, margin and cash flow impact in complex, long-cycle companies. In 2014, he was named Innovator of the Year for his pioneering work by U.S. marketing leaders. Proof is a powerful collective intelligence platform that helps organizations improve business impact.



@jimmacnamara

**Pathfinder Award Winner: Jim Macnamara**, Ph.D., is a Professor of Public Communication at the University of Technology Sydney and a Visiting Professor at London School of Economics and Political Science. Dr. Macnamara is internationally recognized for his cutting-edge research into measurement and evaluation as well as organizational listening through social and market research, consultation, stakeholder engagement, digital technologies and other methods. Dr. Macnamara's findings in relation to organizational listening, described as “of major international significance,” have been reported in a detailed research report available online, a number of journal articles, and a public lecture at London School of Economics and Political Science.