



PRO DAY 2017

Students: Meet PR Pros, Sharpen Your Resume, and Tour Fresh PR Venues

The Public Relations Society of America Southeastern Wisconsin Chapter, the largest PR professional organization in Wisconsin with over 300 members, is hosting a great event for college students to learn more about careers in PR/Marketing.

When:

Friday, April 21, 2017

Agenda:

- 11:30 am: Network with PR Pros
- 12:00 - 1:30 pm: Luncheon + Speaker Brandi Boatner, Digital Experience Manager at IBM speaking on Connected Living & the Internet of Things
Smart technology is in our cars, our thermostats, and our TVs – not to mention our mobile devices! The potential impact of the Internet of Things (IoT) is vast. Learn how you can use the IoT for communications, and even create a new marketing channel.
- 1:30 - 2:15 pm: Resume Critique
(Bring 5 copies of your resume to have PR pros weigh in on how you can improve it.)
- 2:30 - 3:15 pm: Tours*
- 3:30 - 4:15 pm: Tours*

*Choose 2 Tour Options: Core Creative [Agency], B+L [Agency], Skylight Music Theatre [Non-Profit], or 88 Nine Radio Milwaukee [Radio Station]. Transportation will be provided to all tour locations.

Where:

Italian Community Center, 631 E. Chicago St.
(Free parking in back.)

Menu:

Chicken Teriyaki, Wild Rice and Green Beans Almandine; Vienna Torte. (A vegetarian option is also available.)

Cost:

\$15 for PRSSA student members
\$25 for all other students

Register or Learn More:

prsawis.org/students/pro-day



About Brandi Boatner:

Ms. Boatner is the Digital Experience Manager for IBM's Global Technology Services in New York City. She develops digital communications and content to support the way IBM engages external audiences and IT professionals. Ms. Boatner also manages a global digital ecosystem that includes websites, blogs, and social media. She started her career by serving as PRSSA National President, 2008-09.

Sponsors:

