

# **PRSA Southeast District Best Practices Call**

## **February 12, 2020**

Audio Dial-In: 929 436 2866

Meeting ID: 548 070 178

# Today's Topic - Invigorating Your Awards Program



**Heather Beck, APR**  
**Southeast District Chair-Elect, Volunteer chapter**

# How to Revamp Your Awards Program

(And Live to Tell the Tale)

# Before

- Semi-formal evening event
- Emcee (but no speaker)
- Sit-down dinner
- Awards only
- Planned by a new member
- Intended to be major fundraiser



# After

- Half-day professional development event
- Multiple speakers
- Buffet lunch
- Awards plus!
- Planned by immediate past-president
- Successful fundraiser



Great. How'd you do that?

CELEBRATING  
**45**  
YEARS

VOLUNTEER

**PRSA**

Public  
Relations  
Society of  
America

IT'S THE  

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**VOLUNTEER  
CHAPTER'S**

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**45<sup>TH</sup>**  

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**ANNIVERSARY**

# Tip No. 1

Find Your Excuse  
(Or Your Fallback)





Tip No. 2

Promote the  
Wazootie Out of It



# Tip No. 3

Listen to the People  
(And Then Get  
Technical)



# Budget Comparison

## **2017 Evening Event**

- Budget: \$5,000
- Actual Expenses: \$4,130.69
- Actual Revenues: \$4,177.44
- Net Profit: **\$46.75**

## **2018 Conference Event**

- Budget: \$9,250
- Actual Expenses: \$8,279.12
- Actual Revenues: \$11,920
- Net Profit: **\$3,640.88**

# Budget

- Spend money to make money
- Set realistic expectations for revenues & expenses
- Pursue sponsorships & additional revenue sources
- Expand your audience base

# Selecting a Venue

- Be prepared to be on the phone a whole lot
- Ask for discounts or additional services
- Use your network
- Don't forget all the technical aspects of venue selection: catering, A/V equipment, on-staff help, parking, etc.

# Finding Speakers

- Use member connections & networks
- Ask other Chapters for help
- Be insistent (and maybe a little bit annoying)



# 2018 Conference Speakers

- Anthony D'Angelo, PRSA National Chair
- David Grossman, The Grossman Group
- Adam & Amber Ford, The Happy Tudor
- Robert Berlin, Open Roads Media
- Catherine Frymark, Discovery Inc.
- Morgan Crego, Tombras
- Heather Cook, People Developer
- A.C. Entertainment / Big Ears Festival

# Updating Award Categories

- Reflect modern communications practices
- Unnecessary to align with Bronze & Silver Anvils





# Selecting a Judging Platform

- Keep it simple
- Keep it user-friendly



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# Upcoming Chapter Events



**February 13: Memphis, Communicator of the Year**

**February 13: South Carolina (Lowcountry), CHS Today and 6AM City**

**February 18: North Carolina, The Intersection of Trust and Technology**

**February 28: Tri-Cities, Media Panel**

**February 28: Georgia Annual Conference**

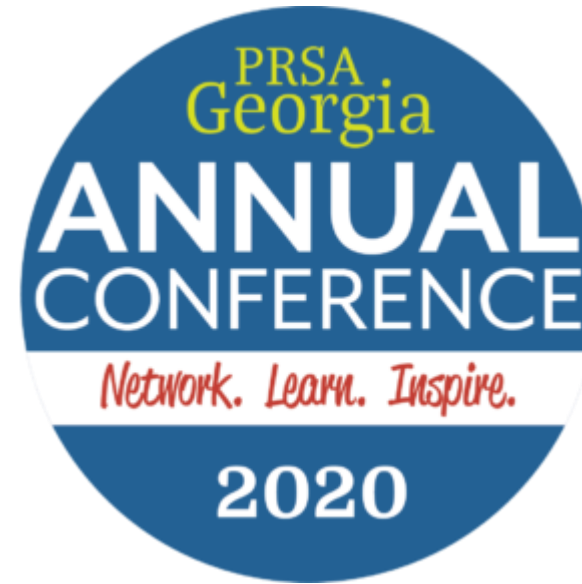
# PRSA Georgia Annual Conference

**Network. Learn. Inspire. CONNECT.**

**Friday, February 28**

**Coca-Cola Plaza, Atlanta, GA**

**Late Deadline: February 24**



**Sean Greenwood**  
Grand Poobah of PR  
Ben & Jerry's



**Sally Williamson**  
President & Founder  
Sally Williamson and Associates

# **Assembly Delegate Webinar**



**Wednesday, February 26 12 p.m. ET**

## **“Industry Convergence”**

- **What does the PR industry look like in your market? Does that mirror what you’re seeing happen nationally?**
- **What has been the biggest change in your role over the last 3-4 years?**
- **How do you keep up with changes in technology? What do you think will be the most prevalent platform/channels in the next 3-5 years?**
- **How do you use data to inform your communications strategy?**



**PRSA** 2020  
International  
Conference

**NASHVILLE**

AMERICA'S MUSIC CITY

OCT. 25-27, 2020 | GAYLORD RESORT & CONVENTION CENTER

**Super Saver Rate expires March 1**  
**Call for Presentations Deadline: March 15**

# Never miss a Best Practice Call



## PRSA SOUTHEAST DISTRICT

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[prsasoutheast.org](https://prsasoutheast.org)

## Best Practice Calls

The Southeast District hosts a Best Practice call every month for Chapter leadership — as a way of sharing expertise and brilliant ideas.

If you miss a call, you can always catch up on [YouTube](#) or via our [podcast](#).

### January 2020 – PRSA Southeast District Nuts & Bolts

- [Slides](#)
- [YouTube replay](#)
- [Audio-only replay](#)

## RECENT EPISODES

[Diversity & Inclusion with Shanita Baraka Akintonde](#)

[Interview with Garland Stansell, APR, PRSA Chair](#)

[Best Practices in Sponsorships](#)

[Introduction to Best Practice Calls/Southeast District – January 2020](#)

[Best Practices in Engaging with PRSSA Student Chapters](#)

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# PRSA Southeast District Podcast



**Interview with Garland Stansell**



**Diversity & Inclusion with Shanita Baraka Akintonde**





**Next Month:  
Extending Diversity & Inclusion into your  
community  
Anna-Marshall Wilson & Matt Ferraguto  
North Carolina chapter**

**March 11, 2020 2pm ET/1pm CT**