



**2026 PRCA State Conference**  
**March 18-20, 2026**  
**Agenda with Speakers**

**Wednesday, March 18, 2026**

Time	Session
4p - 5p	<b>PRCA Board Meeting</b> Treehouse Room at the Battle House
5:30p-7p	<b>Opening Reception</b> at Alchemy Tavern

**Thursday, March 19, 2026**

Time	Session	Speaker	Topic
7:15a - 8a	<b>Registration and Breakfast</b> Moonlight Ballroom A		
8a - 8:15a	<b>Welcome and Opening</b>	<b>Mikakla McCurry</b> <b>Courtney Steele</b>	<b>PRCA President</b> <b>2026 Conference Chair</b>
8:15a - 9:30a	Keynote - Opening Session	<b>Juanita McDowell</b>	<b>Get Sticky™ for PR Professionals:</b> <b>Achieve More Without Burning Out</b> <b>in an AI-Shaped World</b>
9:30a - 9:45a	Break		
9:45a - 11a	Keynote - Session 2	<b>Riz Vazir</b>	<b>Everyone's Doomscrolling: Leading</b> <b>in a Digitally Distracted Workplace</b>
11a - 12p	Keynote - Session 3	<b>Susan Poole</b>	<b>Mastering Crisis Communications:</b> <b>Strategies for Transparency, Trust,</b> <b>and Timely Response</b>
12p - 1p	Lunch Moonlight Ballroom B, C, D, E		
1p - 2p	Media Panel - Session 4	<b>Lynn Oldshue,</b> <b>Facilitator</b> <b>Guests: Lenise Ligon,</b> <b>Kayla Green, T. Bruce</b> <b>MacKinnon, Maggie</b> <b>Kates, Jodie Cain</b> <b>Smith</b>	<b>Beyond the Press Release: How to</b> <b>Find and Tell Stories That Matter</b>
2p - 3p	APR Panel - Session 5	<b>Mary Wilson, APR; Deb</b> <b>Salisbury, APR; and</b> <b>Amanda Young, APR</b>	<b>The 'Why' Behind the Letters: ROI</b> <b>of the APR</b>
3p - 3:15p	Announcements/Break		
3:15p - 4:15p	Network Hour/Enjoy the City!		



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**Friday, March 20, 2026**

<b>Time</b>	<b>Session</b>	<b>Speaker</b>	<b>Topic</b>
7:45a - 8:30a	<b>Registration and Breakfast</b> Moonlight Ballroom A		
8:30a - 8:45a	<b>Welcome</b>	<b>Courtney Steele</b>	<b>2026 Conference Chair</b>
8:45a - 9:45a	Panel - Session 6	<b>Emerging Practitioners Student Panel</b>	<b>AI + The New PR Workflow</b>
9:45a - 10:30a	Keynote - Session 7	<b>Keturah Stone</b>	<b>Know Your Audience or Lose Them: Strategic Platform Selection in Modern Public Relations</b>
10:30a - 10:45a	Break		
10:45a - 11:45a	Keynote - Session 8	<b>Joshua Jones</b>	<b>The Story Still Matters</b>
11:45a - 12p	Networking		
11:45p - 12:45p	Lunch Moonlight Ballroom B, C, D, E		
12:45p - 1p	<b>State of the State</b>	<b>Mikala McCurry</b>	<b>PRCA President</b>
1p - 1:45p	<b>Awards Luncheon</b>	<b>Medallion Awards, Student Medallion Awards, Chapters of Distinction, Student of the Year, Professional Achievement Award</b>	
1:45p - 2p	2027 Conference Announcement Final Announcements Adjourned	<b>Mikala McCurry</b> <b>Courtney Steele</b>	<b>PRCA President</b> <b>2026 Conference Chair</b>