

100 years  
MISSOURI CHAMBER  
OF COMMERCE AND INDUSTRY



APRIL 12-13, 2023

@the University of Missouri

## Wednesday, April 12

Workshop attendance is included in the price of registration; please indicate on your registration form if you plan to attend April 12 events.

1:00–4:00pm

### Workshop - Option 1



### “DIGITAL MARKETING DEEP DIVE” • MEMORIAL UNION N214 A

BRIAN WALKER, PRESIDENT OF STATWAX

Digital marketing is changing every day – and it’s often hard to make sense of all the noise. Which platforms really matter? How do you measure success? And how can you figure out when it’s the right time to scale and test new things?

In this 3-hour interactive workshop, join Brian Walker - president of digital advertising agency Statwax, as he takes you through all the must-have aspects of a smart digital strategy. Learn how to take your organization’s online presence to the next level with efficient-data-driven strategies. And learn some new tips to help stand out in a crowded market, regardless of the budget and resources you may be working with.

### Workshop - Option 2



### “MEDIA TRAINING” • MEMORIAL UNION N214 C

RICH CHRISMER, FOUNDER OF SEEN READ HEARD

This 3-hour interactive workshop will focus on media relations and training. Join Rich Chrismer, founder of Seen Read Heard, to get expert tips on how to work with the media and the dos and don’ts of your organization’s “on the record” comments.

OFF-SITE  
WELCOME  
RECEPTION  
5:00–6:30PM



### BROADWAY BREWERY TAPROOM ON 9TH • 15 S 9TH ST, COLUMBIA, MO 65201



A conference isn’t complete without networking opportunities! Join us for complimentary drinks and appetizers at Broadway Brewery’s event space on 9th Street.

Reception attendance is included in the price of registration; please indicate on your registration form if you plan to attend.

Thursday, April 13

8:00–9:00am **BREAKFAST** • MEMORIAL UNION N201 & N204

9:00am **WELCOME** • MEMORIAL UNION N201  
KAREN BUSCHMANN, MISSOURI CHAMBER OF COMMERCE AND INDUSTRY

9:05–9:50am **“MIND THE GAPP TO HEAR YES MORE OFTEN”** • MEMORIAL UNION N201  
*Opening Keynote*  
ERIC MORGENSTERN, CEO OF MORNINGSTAR COMMUNICATIONS



Every time you try to get someone else to agree with you – you are making a presentation. You will hear yes more often when you embrace Eric’s Generally Accepted Presentation Principles (GAPP). He has coached hundreds of leaders to clarify their message, connect with the people who matter most, and change attitudes and behaviors. You will learn how to improve your stories, content and delivery to use your authentic voice and drive success.

10 MINUTE TRANSITION & BREAK

10:00–10:55am

*Breakouts*

**“DATA DORK OUT”** • MEMORIAL UNION N214A



BRIAN WALKER, PRESIDENT OF STATWAX

Do data analytics give you the warm fuzzies?? Yeah, us too. Join self-proclaimed data nerd, Brian Walker, to break down the metrics you can use to improve the performance of your digital campaigns. Learn effective data-driven strategies that will help grow business, while satisfying your inner data scientist.

**“FROM LA TO COMO: LESSONS IN STORYTELLING”** • MEMORIAL UNION N214B



RANDALL ROBERTS, MANAGING EDITOR OF MIZZOU MAGAZINE, UNIVERSITY OF MISSOURI

Last year award-winning journalist and editor Randall Roberts left his writing position at the Los Angeles Times after a dozen years to return to his alma mater, where he accepted the position as MIZZOU Magazine’s managing editor and lead storyteller. Eight months into his new role, Roberts will offer an overview of some of the lessons he’s learned while shifting from L.A. arts and culture journalism to university communications, and the ways in which he’s harnessing his experience on one side of The Great Divide to better communicate the university’s many fascinating stories. He’ll explore the Venn diagram that connects various storytelling methods and offer his ideas on the ways in which various multimedia approaches can convey distinctive, memorable, narrative-driven messages.

**“MAXIMIZING PUBLIC INVOLVEMENT: ENGAGE YOUR AUDIENCES FOR VALUABLE INPUT”** • MEMORIAL UNION N214C



LINDA HORN, COMMUNICATIONS DIRECTOR, MISSOURI DEPARTMENT OF TRANSPORTATION

Highway projects are important in any community but also can create concern about impacts of construction or confusion on how to use a new type of interchange. With these as examples, this session will share tips and tricks you can use to engage the variety of audiences in your community, including how to explain important topics, ways to get them involved in important issues, and how to reach diverse communities.

10 MINUTE TRANSITION & BREAK

11:10–12:05pm

Breakouts

**“CREATING CULTURE THROUGH INTERNAL COMMS” • MEMORIAL UNION N214A**



LIZ HARRIS, VU; MEG JUDY & AMY SUSÁN, EQUIPMENTSHARE; SHARIFAH WILLIAMS, AFFINIA HEALTHCARE

The COVID-19 pandemic proved that internal communications are critical to any company or organization’s success. Good internal comms can help employees navigate change and stay engaged — even when facing a global crisis. Reaching your workforce and communicating authentically, though, is easier said than done. This panel of industry experts will discuss how employee needs have changed and the role of internal comms in creating company culture and building a sense of belonging.

**“MICROSTORYTELLING: CREATE SOCIAL MEDIA CONTENT THAT STANDS OUT” • MEMORIAL UNION N214B**



SHAWN DAVIS, DIRECTOR OF SOCIAL MEDIA, UNIVERSITY OF MISSOURI

Attention spans are getting shorter as users scroll their connected devices more frequently than ever. In a world where every brand is trying to leverage this endless scrolling into meaningful conversions, how you tell your brand’s story is evolving rapidly. In this session, you’ll hear from Shawn Davis, Director of Social Media at Mizzou. He will detail how microstorytelling, influencer marketing and the use of budget-friendly vertical video can reset your brand’s social media presence – turning it into both a traffic-driver and, more importantly, a brand-builder.

**“THE LOVE LANGUAGE OF CREATIVES” • MEMORIAL UNION N214C**



TONY GALBREATH, JR., DIRECTOR OF CREATIVE, AMERICAN OUTDOOR BRANDS

Whether you’re a content creator or communications manager, you’ve probably asked yourself this question: How can I get *them* to understand *me*? Eliminate the tension between your creative department and leadership by learning to speak the same language. Tony Galbreath, creative director for American Outdoor Brands, shares his unorthodox leadership style that uses LOVE to unlock creative potential while pushing company performance forward. Learn why love is the most effective tool for inspiring and communicating with creatives and how better communication can improve our collective work.

12:05pm

LUNCH • N201 & MEMORIAL UNION N204

12:40–1:25pm

Luncheon Keynote



**“CATALYZING SOCIAL CHANGE THROUGH COMMUNICATION” • MEMORIAL UNION N201**

DANIELA VELÁZQUEZ, COMMUNICATION STRATEGIST

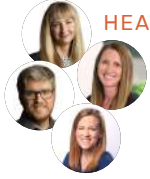
What role do organizations play as changemakers? Today, many consumers are frustrated with a lack of social progress and looking for companies to back up their claims of commitment to justice and equity. Velázquez will discuss how PR practitioners have an opportunity to evolve the conversation, push for greater transparency and create lasting transformation through authentic communications.

10 MINUTE TRANSITION & BREAK

1:35–2:30pm

**Breakouts**

**“PODCASTING: GIVE YOUR BUSINESS A VOICE” • MEMORIAL UNION N214A**



HEATHER CARL & ALAN COMBS, MISSOURI EMPLOYERS MUTAL; LINDSAY SUELMANN, ANDERS CPAs + ADVISORS; MEGAN DAVIS, MISSOURI CHAMBER OF COMMERCE AND INDUSTRY

According to Edison research, podcast listening has hit record highs. The majority of Americans between the ages of 12 and 54 have listened to a podcast in the last month – and nearly 40% have listened to a podcast in the last week! How can your organization take advantage of this growing medium to promote your brand and expertise? This panel will discuss the strategy behind podcast marketing and practical advice to get you started.

**“SMALL STAFF = BIG RESULTS” • MEMORIAL UNION N214B**



ERIK BERGRUD, CHIEF STRATEGIC COMMUNICATIONS OFFICER, PARK UNIVERSITY

The three-person Park University Office of Strategic Communications received GKC-PRSA’s 2022 In-House PR Team of the Year Award. Erik Bergrud, Park’s chief strategic communications officer, will describe how a small staff with a limited budget can work collaboratively, while leveraging networks, to identify creative communication strategies and tell compelling stories. Whether you work for an academic institution, chamber of commerce or company, this session will inspire you to harness the talents of a small team.

**“ORGANIZATIONAL LISTENING” • MEMORIAL UNION N214C**



LUKE CAPIZZO, ASSISTANT PROFESSOR, MISSOURI SCHOOL OF JOURNALISM

We’re in the business of relaying our messages to internal and external constituents, but how does listening to the messages of others play a role in our work? Dr. Luke Capizzo, assistant professor of strategic communications in the Missouri School of Journalism, will cover the framework of organizational listening for professional communication practice: What are the systems, structures, tools, resources and values that communicators can use to rebalance their work to help organizations listen more effectively? This interactive session will help you prioritize organizational listening, embed its values, build the systems around it and help train you to listen for what’s hard to hear.

10 MINUTE TRANSITION & BREAK

2:40–3:25pm

**Closing Keynote**



**“BUILDING AN AUTHENTIC BRAND” • MEMORIAL UNION N201**

OYIN ENOCH, US MARKETING DIRECTOR, HILL’S PET NUTRITION

These days, brands can’t hide anything from their customers. It’s not enough to just talk the talk – building an authentic brand means walking the walk. How do you ensure your message is transparent, consistent and genuine? Learn from marketing director for Science Diet pet food, Oyin Enoch, who has spent more than 20 years growing billion-dollar brands. She’ll talk about developing brand communications that reflect a deep understanding of your customers’ needs and desires – and using that knowledge to create meaningful connections.

3:30pm

**CLOSING REMARKS • MEMORIAL UNION N201**

KAREN BUSCHMANN, MISSOURI CHAMBER OF COMMERCE AND INDUSTRY

*Thank you for supporting the 2023 Pro Communicators Conference!*

