

NAVIGATING AN UNCHARTED FUTURE



PR ADVANCED

Conference Schedule

Saturday, February 12, 2022

9a-9:30a

Morning Networking

9:30a-10:30a

Keynote

Kate Cronin, Chief Branding Officer of Moderna:

“Getting Comfortable with Being Uncomfortable: The Dilemma of Corporations in an Era of Extreme Uncertainty”

10:45a-11:45a

Breakout Session #1

1. DEI Panel:

- a. Kelley Chunn, Principal of Kelley Chunn & Associates (KCA)
- b. Shannon Kirk, Manager of Diversity, Equity, and Inclusion at Tiffany

2. **Maya Vaidya, Marketing Manager on HubSpot’s Global Events team and an Adjunct Professor at Boston University’s College of Communication:**
“Changing the Way We View Change: From the 2020 “Pivot” to the Great Resignation to an uncharted future -- it’s time for us to re-frame our view on changes.”

3. PRSSA National Committee Members: Leadership Summit

- a. Alyssa Gormley
- b. Cat Kalogeros

11:45a-12:15p
Lunch Break / Networking on
Airmeet

12:15p-12:35p
Wellness Activity / Networking
on Airmeet

12:45pm-1:45pm
Breakout Session #2

1. Company Culture Panel:

- a. [Jackie Byrne](#) - Senior Account Director at Ten Bridge Communications
- b. [Pamela Aquino](#) - Executive Assistant and Equality Group Leader at Salesforce
- c. [Allison Ward](#) - Head of Talent at Walker Sands

2. Recent Grads Panel:

- a. [Alexis Mills](#) - Demand Programs Manager at IBM Watson Health - Life Sciences
- b. [Danielle Lirette](#) - Account Coordinator at Matter Communications
- c. [Hannah Palacios](#) - Junior Associate at Hiltzik Strategies

3. [Anand Savani](#), MBA – Vice President of Brand Strategy @ LEWIS

2:00p-3:00p
Keynote

[Shanon Cook](#) - writer, producer and communications professional

“Reinvent Yourself – And Grow Your Career”

3:00p- 3:05p
Closing Remarks

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