



**Southeastern Conference Communicators Association Annual Conference  
June 10–12, 2012**

(All times listed are Eastern Standard Time)

Charles Primm from UT's Office of Media Relations will be on-site at the Hilton for all shuttle load times. You can reach Charles at 865-235-3752.

## **SUNDAY, JUNE 10**

- 3:00–5:00 p.m.**            **Check-in and Conference Registration**  
Knoxville Hilton  
501 West Church Avenue, Knoxville, TN 37902  
Phone: 865-523-2300  
[www.knoxville.hilton.com](http://www.knoxville.hilton.com)
- 5:45 p.m.**                **Shuttle departs Knoxville Hilton for UT Gardens**
- 6:00 p.m.**                **Wine and Moonshine tasting**  
Wine and moonshine education provided by Carol Costello, director of UT's Culinary Institute
- 7:00 p.m.**                **Dinner**  
Welcoming remarks from UT Chancellor Jimmy G. Cheek
- 8:15 p.m.**                **Shuttles return to Knoxville Hilton**

## **Monday, June 11**

*All sessions will take place in James A. Haslam II Business Building Room 401. Room 334 is available for conference participants to check e-mail or make phone calls on Monday.*

- 7:30–8:40 a.m.**            **Shuttles depart from Knoxville Hilton to UT campus**  
Shuttles will run on a loop between the hotel and campus until 8:40 a.m.
- 7:45–8:45 a.m.**            **Breakfast**  
James A. Haslam II Business Building, West Wing (Room 440)



- 8:40 a.m.**                    **Final shuttle departs from Knoxville Hilton**
- 9:00–10:15 a.m.**            **#overwhelmed: Maximizing Social Media**
- Diane McDonald, Executive Director of Marketing & Social Media, Texas A&M University*
- Melanie Moran, Associate Director of News and Communications, Vanderbilt University*
- Mike Clardy, Director of University Communications, Auburn University*
- 10:25–11:40 a.m.**        **A Whole Different Ballgame: Managing the Academic Reputation of the SEC**
- Janet Griffith, Assistant Provost, University of Alabama*
- Dan Williams, Director of Marketing, University of Florida*
- Laura Roloff, Director of Marketing and Communications, University of Missouri*
- 11:45 a.m.**                **Shuttles depart for Howard H. Baker Jr. Center for Public Policy**
- Noon**                        **Lunch**
- Howard H. Baker Jr. Center for Public Policy
- Speaker: *Erik Christianson, Director of Media Relations, NCAA*
- Followed by Q&A
- 1:00 p.m.**                **Shuttles depart for Haslam Building**
- 1:15 p.m.**                **SEC Update**
- Charles Bloom, Associate Commissioner for Communications and Public Relations, SEC*
- 1:30–2:45 p.m.**        **Beyond XXX and OOO: Athletics and Campus Communicators Managing Crises**
- Steve Voorhies, Manager of Media Relations, University of Arkansas*
- Kevin Trainor, Associate Director of Media Relations for Athletics, University of Arkansas*
- Margie Nichols, Vice Chancellor for Communications and Marketing, University of Tennessee*
- Jimmy Stanton, Associate Athletic Director, University of Tennessee*



- 2:55–4:10 p.m.**      **Branding—It Ain't Just for Cattle Anymore: Managing Your Identity to Stand Out from the Herd**
- Luanne Lawrence, Vice President of Communications, University of South Carolina*
- Erik Bledsoe, Director of Creative Communications, University of Tennessee*
- Jason Cook, Vice President of Communications and Marketing, Texas A&M University*
- 4:15 p.m.**      **Optional campus tour or return to hotel** (separate shuttles offered)  
*Tour led by Betsey Creekmore, Associate Vice Chancellor for Finance and Administration, University of Tennessee*
- 5:15 p.m.**      **Shuttles depart hotel for dinner**
- 5:30 p.m.**      **Tour of UT Football facilities**
- 6:00–8:00 p.m.**      **Dinner**  
East Club, Neyland Stadium
- Speaker: Dr. Mark Windham, Professor of Entomology and Plant Pathology*  
What You May Not Know About SEC History
- 8:00 p.m.**      **Shuttles return to hotel**

## Tuesday, June 12

***Guests who wish to take the UT shuttle to McGhee Tyson Airport should check out of the hotel before coming to campus and bring their luggage, which can remain on the shuttles until departure.***

*The James A. Haslam II Business Building West Wing (Room 440) is available for conference participants to check e-mail or make phone calls.*

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Shuttles will run on a loop between the hotel and campus until 8:40 a.m.



- 7:45–8:45 a.m.**            **Breakfast**  
James A. Haslam II Business Building West Wing (Room 440)
- 8:40 a.m.**                **Final shuttle departs from Knoxville Hilton**
- 9:00–10:15 a.m.**        **Can You Hear Me Now? How to Communicate with Your Students and Make Sure They're Listening**
- Jay Blanton, Executive Director for Public Relations and Marketing, University of Kentucky*
- Wendy Jones, Executive Assistant to the Vice President of Public Affairs, University of Georgia*
- Kevin Slimp, UT adjunct faculty and technology expert, Tennessee Press Association*
- Video featuring students from Georgia, Kentucky, Mississippi State, Missouri, and Tennessee*
- 10:25–11:30 a.m.**        **Under New Management: Managing Change in Leadership**
- Tom Harris, Vice President for University Relations, University of Kentucky*
- Tom Jackson, Vice President for Public Affairs, University of Georgia*
- 11:30 a.m. to noon**        **Planning for Next Year**  
**Evaluation**  
**SEC Picture Signing**
- Noon**                      **Lunch**  
James A. Haslam II Business Building West Wing (Room 440)  
*Boxed lunches will be served.*
- 12:30 p.m.**                **Shuttles depart to Knoxville Hilton and McGhee Tyson Airport**