



AGENDA

2013 SEC Communicators Association Conference

June 9-11, 2013 | Texas A&M University | College Station, TX

Sunday, June 9

- 2:30-5 p.m. Check-in and Conference Registration Hospitality Suite Open
College Station Hilton & Conference Center
801 University Drive East | College Station, TX 77840 | (979)693-7500
- 2:45 p.m. Shuttle departs College Station Hilton for Bush Library & Museum
- 3 p.m. (Optional) Private Reception and Tour of Bush Presidential Library & Museum
- 4:15 p.m. Shuttle departs Bush Library for College Station Hilton
- 5:45 p.m. Shuttle departs College Station Hilton for Traditions Club
- 6 p.m. Opening Reception
Traditions Club
3131 Club Drive | Bryan, TX 77807 | (979) 779-1007
- 7 p.m. Dinner
Welcome: Jason Cook, Texas A&M Vice President for Marketing & Communications
Remarks: Dr. R. Bowen Loftin, Texas A&M President
- 9 p.m. Shuttle departs Traditions Club for College Station Hilton
- 9:15 p.m. Hospitality Suite Open/Optional Activities

Monday, June 10

- 7:30-8:30 a.m. Breakfast Buffet at Bell Ranch Steakhouse or Casual Breakfast at Saved by the Bell Coffee House at College Station Hilton & Conference Center
- 8:30 a.m. Shuttle departs College Station Hilton for Clayton W. Williams, Jr. Alumni Center



8:45-9 a.m.	Light Breakfast at Conference Session Clayton W. Williams, Jr. Alumni Center, Zachry Family Room
8:45-9 a.m.	Welcome & Introductions Jason Cook, Texas A&M Vice President for Marketing & Communications Greetings Porter Garner, The Association of Former Students President and CEO
9-10:15 a.m.	School Spirit: Enhancing the Game-Day Atmosphere to Include Academics
10:15-10:30 a.m.	BREAK
10:30-11:45 a.m.	#CampusChat: Cool, New Ways to Leverage Digital and Social Media
11:45 a.m.-Noon	BREAK
Noon	Shuttle departs Clayton W. Williams, Jr. Alumni Center for Memorial Student Center
12:15 p.m.	Lunch Memorial Student Center, Bethancourt Ballroom, 2300B
1:15-1:30 p.m.	BREAK
1:30-2:45 p.m.	SEC Lightning Round: What's your biggest success or lesson learned from 2012?
2:45-3 p.m.	BREAK
3-4:15 p.m.	Beyond XXX and OOO: Lessons Learned from Penn State & Other Athletics Crises
4:15 p.m.	BREAK
4:30 p.m.	Shuttle 1 departs MSC for College Station Hilton
4:30-5:15 p.m.	Shuttle 2 departs Rudder Tower for (Optional) Campus Bus Tour
5:15 p.m.	Shuttle 2 departs campus for College Station Hilton
6:15 p.m.	Shuttle departs College Station Hilton for Messina Hof Winery



6:30 p.m. Private Winery Tour, Wine Tasting and Dinner
Messina Hof Winery & Resort
4545 Old Reliance Rd. | Bryan, TX 77808 | (979)778-9463

9 p.m. Shuttle departs Messina Hof Winery for College Station Hilton

9:15 p.m. Hospitality Suite Open/ Optional Activities

Tuesday, June 11

7:15-8 a.m. Breakfast Buffet at Bell Ranch Steakhouse or Casual Breakfast at Saved by the Bell Coffee House at College Station Hilton & Conference Center

8 a.m. Shuttle departs College Station Hilton for Olsen Field at Blue Bell Park

8:15-8:30 a.m. Light Breakfast at Conference Session
Olsen Field at Blue Bell Park, Diamond Club

8:30-9:15 a.m. Campus Celebrities: Dealing with High Profile Coaches and Student Athletes

9:15-9:30 a.m. BREAK

9:30-10:45 a.m. Growing the SECU

10:45-11:45 a.m. Planning for 2014 SECCA Conference
Conference Evaluation
Conference Photo

11:45 a.m. Lunch

12:15 p.m. Conference Ends

12:15-1:30 p.m. Shuttles depart Olsen Field at Blue Bell Park for College Station Hilton and Easterwood Airport