



AGENDA

2014 SEC Communicators Association Conference

June 22-24, 2014 | University of South Carolina | Columbia, SC

Sunday, June 22

- 2-3 p.m. Registration and check in at The Inn at USC
- 4-5:30 p.m. Hospitality suite (3rd floor gallery at The Inn)
- 5:45 p.m. Buses depart for Williams-Brice Stadium
- 6-8 p.m. Cocktails and dinner
Opening remarks: Michael Amiridis, executive vice president for academic affairs and provost
Keynote speaker: Frank Martin, Gamecock men's head basketball coach

Monday, June 23

- 7-8:30 a.m. Breakfast at The Inn at USC
Conference sessions to take place at the Ernest F. Hollings Special Collections Library
- 9 a.m. Session
Welcome: Mary Anne Fitzpatrick, dean of the College of Arts and Sciences and vice provost for special academic initiatives, University of South Carolina
- Panel: "Moving Beyond Favorites and Followers: Making a Social Media Strategy Matter"
Moderator: Melanie Moran, executive director of integrated communications, Vanderbilt University
Panelists: Lori Croy, director of web communications, University of Missouri
Adam Landrum, president and CEO, Merge
Liz McCarty, digital communications coordinator, University of South Carolina
- 10:25 a.m. Break



- 10:45 a.m. Session
Welcome: Tom McNally, dean of University Libraries, University of South Carolina
- Presentation: “SEC Network: The launch of a new era in sports broadcasting”
Speakers: Chris Turner, senior director of SEC programming, ESPN
Gracie Blackburn, communications manager, ESPN College Networks
- Noon-1 p.m. Lunch
- 1 p.m. Session
Welcome: Charles Bloom, senior associate athletics director for external relations, University of South Carolina
- Presentation: “Telling the SEC’s Academic Story”
Speaker: Torie Johnson, executive director of SECU
- Presentation: “How to Turn Data into Actionable Brand Purpose”
Speaker: Chuck Reed, senior vice president, Stamats
- 2:30 p.m. Break
- 2:45 p.m. Session
Welcome: John Dozier, chief diversity officer, University of South Carolina
- Presentation: “The complexities of NCAA compliance: What You Need to Know as a Communicator”
Speakers: Rachel Baker, senior associate athletics director for compliance, University of Kentucky
D.J. Brown, assistant athletics director for compliance services, University of South Carolina
- 4-4:45 p.m. Campus tour (front steps of library)
- 6:15 p.m. Bus departs from Inn at USC for dinner
- 6:30-9 p.m. Cocktails and dinner at City Roots
Opening remarks: Wes Hickman, director of communications and marketing and chief communications officer, University of South Carolina
- Keynote speaker: “Recovering the Food Treasures of the Southeast”



David Shields, McClintock Professor of Southern Letters, University of South Carolina

Tuesday, June 24

- 7-8:30 a.m. Breakfast at The Inn at USC
Conference sessions to take place at Spiegner House on campus
- 9 a.m. Session
Welcome: Dennis Pruitt, vice president for student affairs and vice provost for academic support, University of South Carolina

Panel: “Danger! Avoiding and Navigating Communication Minefields”
Moderator: Charles Bierbauer, dean of the College of Mass Communications and Information Studies, University of South Carolina
Panelists: Wes Hickman, director of communications and marketing and chief communications officer, University of South Carolina
Ernie Ballard, director of media relations, Louisiana State University
Lee Bussell, chairman and CEO, Chernoff Newman
- 10:25 a.m. Break
- 10:40 a.m. Session
Welcome: Susan Elkins, chancellor of Palmetto College, University of South Carolina

Presentation: “Show, Tell, Repeat: Launching and Learning from an Integrated Multimedia Series”
Speaker: Laura Jacobs, associate vice chancellor for university relations, University of Arkansas

Presentation: “Using Video to Enhance Storytelling”
Speaker: David Garraway, video program manager, Mississippi State University
- 11:45 a.m. SECCA business meeting and group photo
- 12:15 p.m. Lunch at the Top of Carolina