



AGENDA

2016 SEC Communicators Association Conference

June 12-14, 2016 | University of Florida | Gainesville, FL

Sunday, June 12

- 3-5 p.m. Guest arrival, check-in and welcome at Hampton Inn & Suites
Hospitality suite will be open in the USA Room
- 5:15 p.m. Shuttle departs Hampton Inn & Suites for UF campus tour, opening
reception and dinner at Harn Museum
- 6-8:30 p.m. Opening reception and dinner at Harn Museum
Conference welcome: Jane Adams, Vice President, University Relations
- 8:45 p.m. Shuttle departs Harn Museum for return to Hampton Inn & Suites

Monday, June 13

- 6:30-7:45 a.m. Complimentary breakfast at Hampton Inn & Suites, second floor
- 7:45 a.m. Shuttle departs Hampton Inn & Suites for George T. Harrell Medical
Education Building
- 8 a.m.-noon Beverages available at North Learning Studio (HMEB125), Harrell Building
- 8:15 a.m. Conference welcome: Nicole Yucht, Assistant Vice President, UF
Communications, North Learning Studio (HMEB125)
- 8:30-9:15 a.m. **Session 1: *Outrunning the Rumor Mill: How to Deal with Crisis
Communication in the Digital Age***
Moderator: Deanna Pelfrey, Lecturer, UF College of Journalism and
Communications and founding member of the International Executive
Council of the Global Alliance for Public Relations and Communications
Management
Panelists: Janine Sikes, Assistant Vice President for Media and Public
Affairs, University of Florida; Melissa Blouin, Director of News and



Publications, UF Health, University of Florida; Sid Salter, Chief Communications Officer and Director, Office of Public Affairs, Mississippi State University

- 9:25-10:10 a.m. **Session 2: *Race Relations, Equity and the Imperative for Inclusion***
Moderator: Lloren Foster, Executive Director, University of Florida Multicultural and Diversity Affairs
Panelists: Jennifer Hollingshead, Interim Vice Chancellor for Marketing and Communications, University of Missouri; Wes Hickman, Interim Vice President for Communications, University of South Carolina
- 10:10-10:25 a.m. Break
- 10:25-10:40 a.m. Group discussion and networking on topics from Sessions 1 and 2
- 10:50-11:35 a.m. **Session 3: *To Serve and Protect: Where University and Local Police Departments Intersect***
Presenters: Linda Stump-Kurnick, Chief, University of Florida Police Department; Maj. Brad Barber, Public Information Officer, University of Florida Police Department; Tony Jones, Chief, Gainesville Police Department; Officer Ben Tobias, Department Spokesman, Gainesville Police Department
- 11:45 a.m. Shuttle departs Harrell Building for lunch at J Wayne Reitz Union
- Noon-1 p.m. Lunch at J Wayne Reitz Union, Arredondo Room
- 1:15 p.m. Shuttle departs J Wayne Reitz Union for return to Harrell Building
- 1:30-2 p.m. **Session 4: *Best Practices Lightning Round***
Moderator: Florida Bridgewater-Alford, Director of Campus Communications Outreach, University of Florida
Presenters: SEC communicators
- 2:10-3:50 p.m. Breakout Session for Social Media Managers
Moderator: Todd Sanders, Director of Social Media, University of Florida
- 2:10-2:55 p.m. **Session 5: *SEC Update***
Presenters: Representatives from The Richards Group, the largest independent brand-building shop in the United States, selected by the SEC as its agency of record to develop a brand strategy and integrated marketing campaigns to tell the larger story of the SEC



- 2:55-3:10 p.m. Break
- 3:10-3:55 p.m. **Session 6: *Branding Your Precious Assets***
Moderator: Greg Ash, Creative Director, 160over90
Panelists: Mark Rushing, Associate Vice Chancellor of University Relations, University of Arkansas; Nicole Yucht, Assistant Vice President for UF Communications, University of Florida
- 4:05-4:50 p.m. **Session 7: *Leveraging Academic and Athletic Brands: Can They Co-exist?***
Moderator: Mike Hill, Assistant Athletic Director, External Affairs, University of Florida Athletic Association
Panelists: Shane Hinckley, Vice President of Marketing and Communications, Texas A&M; Linda Bonnin, Vice President for Strategic Communications, University of Alabama
- 4:50-5:05 p.m. Group discussion and networking on topics from Sessions 6 and 7
- 5:15 p.m. Shuttle departs Harrell Building for return to Hampton Inn & Suites
- 6:30 p.m. Shuttle departs Hampton Inn & Suites for dinner at University House
- 6:45-8:30 p.m. Dinner at University House
Keynote speaker: Kent Fuchs, President, University of Florida
- 8:45 p.m. Shuttle departs University House for return to Hampton Inn & Suites
- Tuesday, June 14**
- 6:30-7:45 a.m. Complimentary breakfast at Hampton Inn & Suites, second floor
- 7:45 a.m. Shuttle departs Hampton Inn & Suites for Heavener Hall
- 8 a.m.-noon Beverages available outside Room 160, Heavener Hall
- 8:15 a.m. Welcome: Nicole Yucht, Assistant Vice President of UF Communications, Room 160
- 8:30-9:15 a.m. **Session 8: *Social Media and the Lost Right of Privacy***
Presenter: Jon Mills, Dean Emeritus, Levin College of Law; and Director, Center for Governmental Responsibility, University of Florida
- 9:25-10:10 a.m. **Session 9: *All the Bells and Whistles: Integrating Multimedia into Your***



Communications Plan

Moderator: Bernard Brzezinski, Director of Photography, University of Florida

Presenters: Ryan Whittington, Assistant Director of Public Relations for Social Media Strategy, University of Mississippi; Ryan Morejon, Social Media Specialist, University of Florida

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| 10:10-10:25 a.m. | Group photo |
| 10:25-10:45 a.m. | Gift exchange/break |
| 10:45-11:30 a.m. | <i>Session 10: From the Mouths of Millennials: Why We'd Better Be Listening</i>
<i>Moderator:</i> Andy Hopson, Executive Director of The Agency, University of Florida
<i>Panelists/presenters:</i> Students from The Agency |
| 11:30 a.m.-noon | SECCA business/closing remarks |
| Noon-1 p.m. | Box lunch |
| Noon-1 p.m. | Shuttle transportation from Heavener Hall to Hampton Inn & Suites |