



AGENDA

2017 SEC Communicators Association Conference

June 11-13, 2017 | University of Missouri | Columbia, MO

Sunday, June 11

2-5:45 p.m. **Registration and Check-in**
Tiger Hotel

6-8 p.m. **Welcome Reception**
Tiger Hotel
Keynote by True Media

Monday, June 12

6:30-7:45 a.m. Breakfast
Tiger Hotel

7:45 a.m. Meet in lobby; depart for campus

8-8:10 a.m. Welcome
Stotler Lounge, Memorial Union

8:10-9:15 a.m. **Translating Trump: Operating Realities for Higher Education Today**
Edelman – Chicago

9:15 a.m. Break

9:30-10:15 a.m. **Sustainability in the SEC: Best Practices and Effective Strategies**
Presenters: Karlan Seville, Operations, University of Missouri; Raghu Srinivasan, Office of Service Learning, University of Missouri

10:15-11:30 a.m. **Emergency Management: Best Practices for Effectively Communicating in a Crisis**
Presenters: Amy B. Smith, Senior Vice President and Chief Marketing Officer, Texas A&M University; Mike Clardy, Assistant Vice President for Communications and Marketing, Auburn University

11:45 a.m.-1:15 p.m. Lunch
Lemone Lounge, Memorial Stadium



- 1:30-2:15 p.m. **Poetry is Power: Using the Arts, Family Heritage and Critical Scholarship to Create UM System Interim President Middleton’s Messaging Campaign**
Reynold Journalism Institute
Presenter: Michael Kateman, Former Director of Internal Communications, University of Missouri System
- 2:15 p.m. **Higher Education Roundtable: A Group Discussion of Ideas, Best Practices and Hot Topics**
Moderator: Jennifer Hollingshead, Interim Vice Chancellor for Marketing and Communications, University of Missouri
- 2:45 p.m. Break
- 3: 15 p.m. **Leveraging Your Message in New Mediums**
Lightning Round: A Rapid-Fire Show and Tell of New and Unique Projects
Presenters: Colleen Devlin, Mizzou Advantage, University of Missouri; Dave Roloff, Missouri Alumni Association
- 4:15 p.m. Walk to the Columns
- 4:30 p.m. Group Photo
Francis Quadrangle
- 4:45 p.m. Optional Campus Walking Tour
- 6 p.m. Return to Hotel and Relax
- 6:30 p.m. Meet in lobby; depart for Dinner
- 6:45-8:30 p.m. Dinner
Shakespeare’s Pizza

Tuesday, June 13

- 6:30-7:45 a.m. Breakfast
Tiger Hotel
- 8 a.m. **‘All the Things’ is Never the Answer: Focusing Communications Based on Audience Mindsets**
Presenter: Carolyn Stephenson, Executive Strategy Director, Ologie



- 9:15 a.m. **Marketing an Academic Medical Center: Lessons from Arby's CarMax and Nike**
Prairie Dog|TCG
- 10:30 a.m. Break
- 11 a.m. SECCA Business Meeting and Discussion of 2017 Conference and Surveys
- 11:30 a.m. Lunch – Tiger Tailgate
Carnahan Quad
- 12: 30 p.m. Conference ends