

NAVIGATING THE NOW: TCPRA 2022

Wednesday, July 27th

3:00-5:00 p.m.	Check-in to Park Vista Hotel Gatlinburg	
Time TBD	Sponsor Set Up	
5:00 p.m.	Gather at hotel bar for Happy Hour & Networking	
6:15 p.m.	Gatlinburg Trolley	
6:30 p.m.	Dinner: Take the trolley to Gatlinburg	

Thursday, July 28th

	Complimentary Continental Breakfast at Hotel	
7:30 - 9:00 a.m.	Sponsor Set Up at Hotel	
8:00 - 9:00 a.m.	Welcome & Introductions Around the Room	
9:00 - 9:55 a.m.	Session 1: Digital Ads for All, Brian Notess, UTK	Your supervisor just decided that you need to buy digital advertising to recruit students, prospect donors, or tell the world about your program/ event. Now you're neck deep in CPCs, DMAs and CPLCs trying to decide if OTT or Programmatic Retargeting is right for you. If you've ever felt overwhelmed by insider acronyms and buzzwords in digital advertising this is the session for you. This session will provide you with practical tools for developing your own digital ad campaigns including basic vocabulary and definitions of common (and often confusing) advertising terms as well as a step by step visualization of building a programmatic ad campaign on Facebook/ Instagram. There will also be time for Q&A with the presenter.
9:55 - 10:00 a.m.	Commercial Break - Sponsor Message	
10:00 - 10:50 a.m.	Session 2: Crisis Comms Panel - Dealing with a Ransomware Attack on a College Campus	It's happening everywhere. Hackers and digital disruptors are causing mayhem across all industries, and college campuses are no exception. Learn from our peers Charles Booth (Austin Peay State University) and Lesli Bales-Sherrod (Pellissippi State Community College) on how their teams navigated recent ransomware attacks and what wisdom they gained from these events that can help you prepare in case your institution falls victim as well. Plus, hear from Eric Brown of Tennessee Tech's Cybersecurity Education, Research and Outreach Center on how communications teams can best partner with colleagues across campus to survive unexpected attacks that often cripple standard communication venues.

NAVIGATING THE NOW: TCPRA 2022

10:50 - 11:10 a.m.	Commercial Break - Sponsor Message & Snack Break	
11:10 - Noon	Session 3: Digital Marketing and the Impact of a Cookie-Less World, Sara Wallace, SimpsonScarborough	Highly personalized, multi-moment brand experiences are what capture and captivate audiences in today's cluttered, digital-first world. Personalization is crucial to building consistent and authentic brand experiences — which underpin trust; something that has been increasingly fragile — especially in higher education — since the pandemic started. Attendees of this session will learn how to create an impactful brand experience for audiences in a privacy-centric landscape.
Noon - 1:00 p.m.	Lunch	
1:00 - 3:00 p.m.	Session 4 : Change and Leadership in Higher Education, Emma Jones, Credo	2 hour interactive leadership development workshop As the world emerges from the worst of the pandemic, change in higher education is the new constant, and never before has strong leadership at all levels been so necessary to meet institutional and student needs. This workshop will explore the external issues exerting influence on higher education, consider a model for complex change and our own tolerance for risk, and where the most change-ready leaders are placing their energy and focus for the future.
3:00 - 3:10 p.m.	Commercial Break - Sponsor Message	
3:15 - 4:00 p.m.	Session 5: Creative Expressions for Traditional Institutions, Dale & April Addy, DNA Creative	Universities and other institutions rely on their history and traditions as a core part of their brand presence, often making it difficult to shake things up with unique and creative expressions. DNA Creative Marketing founders Dale and April Addy will explore how keeping a consistent message can go hand-in-hand with having some fun with the designs we present to the world.
4:00 - 4:15 p.m.	Bathroom/snack break/visit our sponsors break	
4:15 - 5:15 p.m.	Session 6: Making Content that Doesn't Suck for Social Media: Content Strategy for Higher Ed , Jess Gutman, Big Slate Media	Social media is an ever evolving landscape that can be difficult to navigate. Join Jess Gutman, creative director for Big Slate Media, as she inspires us with new ways to think about content and craft digital marketing messages to reach our target audiences.
5:15 - 5:30 p.m.	Break	
5:30 - 6:30 p.m.	Happy Hour at the Hotel	
6:30 - 9:30 p.m.	Dinner: Cookout on The Lawn at Park Vista	Dinner and Entertainment

NAVIGATING THE NOW: TCPRA 2022

Friday, July 29th

8:30 a..m.	Awards Breakfast	
9:30 - 10:15 a.m.	Behind the Awards panel	(Presenters TBD) Great work in marketing and communications is happening across the state! Join us for this popular panel where some of this year's big winners provide insights into the creative vision and implementation behind their gold-winning projects.
10:15 - 10:30 a.m.	Break - Sponsor Message -	
10:30 - 11:30 a.m.	Session 7: "Let Me Tell You a Story..." Amy Blakely	Amy Blakely is a happy and busy retiree-turned-freelance writer. She spent 21 years as a newspaper reporter, editor, and bureau chief in Illinois, Oregon, and Louisiana, and 15 years in the Office of Communications and Marketing at UT Knoxville. She's done everything from investigative reporting, in-depth feature writing, and breaking news to press releases, PR campaigns, and crisis communications and she's tried to do it with both a sense of awe and a sense of humor. As she reflects on some of the stories she's told and lessons she's learned, she hopes to make you smile, think, and appreciate the crazy, wonderful lives we lead as communicators.
11:30 a.m.	Business meeting/student scholarship/new board members	
11:45 - 1:00 p.m.	Lunch/Swag Swap	Always a fun time, don't forget to bring a few samples of your college's favorite swag. We'll draw numbers to see who gets their favorite picks!
1:00 p.m.	Adjourn	