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## **MEDIA ADVISORY**

### **TEMPLE PRSSA HOLDS PRSSA REGIONAL CONFERENCE WELCOME NIGHT AT THE HARD ROCK CAFE**

**WHAT:** PRSSA Regional Conference  
The Temple University Chapter of the Public Relations Student Society of America (PRSSA) is kicking off the *Being a Full Service PRO* PRSSA Regional Conference with a welcome reception at the Hard Rock Cafe. A fun night of dinner, drinks, and networking for attendees will kick off the conference. Temple PRSSA will welcome students and professionals from the Mid Atlantic region with guest coming from all over Pennsylvania, as well as from New York, Washington, D.C., and Florida.

**WHO:** Chelsea Seidel, Chapter President, Temple PRSSA  
Olivia Rotondo, Chapter Vice President, Temple PRSSA  
Gregg Feistman, Faculty Advisor, Temple University  
Brianna Greco, Conference Coordinator, Temple PRSSA  
Shania Genwright, Assistant Conference Coordinator, Temple PRSSA

**WHEN:** March 22, 2019, at 7 PM

**WHERE:** Hard Rock Cafe, 1113 Market St, Philadelphia, PA 19107

**DETAILS:** At the welcome reception, attendees will settle in with drinks and appetizers, followed by dinner and an interactive networking session set against the Hard Rock Cafe's rock 'n' roll inspired experience. Guests will be able to socialize with students from a variety of universities and professionals within the field of communications, public relations, marketing, and advertising and get excited for *Being A Full Service PRO*, the full day conference taking place the following day.

Temple PRSSA is honored to hold their PRSSA Regional conference on Temple University's campus in honor of their 50<sup>th</sup> Anniversary as a chapter. The conference will kick off with breakfast and opening remarks from Temple's Senior Associate Dean Deborah Cai, followed by a welcome speech from Philadelphia Mayor Jim Kenney. The theme addresses the need for modern public relations professionals to be full-service, no matter what type of public relations work they take on. Throughout the day there will be ten panels focused on a variety of relevant topics in the field, such as the #MeToo movement, special

event planning, corporate social responsibility, fake news and ethics, diversity, and more.

For a full list of speakers and panelist coming to the full day conference on March 23, please visit <https://www.templeprssa.org/program>

**About Temple PRSSA**

Temple PRSSA is the largest and longest standing chapter in the Philadelphia region. Temple PRSSA's core mission lies within three main areas: leadership, networking and mentorship to prepare members for a successful and well-rounded career working in the public relations field. For more information on Temple PRSSA, visit [www.templeprssa.org](http://www.templeprssa.org)

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