

November 13, 2019

PRAM

Public Relations Association of Mississippi
CENTRAL CHAPTER



PRAM CENTRAL PRESENTS: BEYOND A SEAT AT THE TABLE

"Becoming A Most-Trusted Advisor to the C-Suite"

Sought-after crisis/risk communications strategist and media trainer Lauri-Ellen Smith, APR, served as guest speaker for the November PRAM Central Chapter Meeting at The Capital Club. During the Nov. 13 meeting, she discussed trends and emerging issues all PR strategists need to know, including: analytics that identify issues and reputation challenges; going beyond the social media policy and what the PR pro's "dashboard" looks like today.

