



**2019 PROFESSIONAL
DEVELOPMENT SEMINAR**

JUNE 21, 2019

8:30 AM - 4:00 PM

**A full day of creative storytelling,
organizational strategy, content
marketing and messaging from
renowned speakers.**

**FLORIDA FARM BUREAU
5700 SW 34TH ST., GAINESVILLE, FL**

PROGRAM AT-A-GLANCE

8:30 AM **Check-in/Continental Breakfast**

9 AM Olga Sinnreich, Founder, The Underdog | *PowerUP your Persuasive Copywriting*

10 AM Lanette Hart, APR, CPRC, Principal, Hart & Associates, LLC | *PowerUP your Leadership Communications Strategy*

11 AM Brandon Telg, Executive Director, Self Narrate, Inc. & STORY: GNV Conference | *PowerUP your Organizational Storytelling*

NOON **Networking Lunch**

1 PM Jenna Sarkissian, Deputy Director of Public Relations at Sachs Media Group | *PowerUP your Campaign Strategy*

2 PM **Chocolate Break**

2:15 PM Jim Harrison, Senior Creative Director and Faculty Lecturer, UF, *PowerUp your Forward Thinking: Making Creativity Strategic*

3:45 PM **Wrap-up**