

PR Day 2026 Agenda

PRSA Houston | Oct. 28, 2026 | 8 a.m. to 3 p.m.

Five concurrent breakout rounds offer all 15 sessions across three tracks. Each breakout is 45 minutes, including discussion and Q&A.

MAIN SCHEDULE

TIME	PROGRAM	LOCATION
8-8:05 a.m.	Welcome and sponsor recognition	Main
8:05-9:05 a.m.	Morning keynote Lauren Pollock	Main
9:05-9:10 a.m.	Transition	All rooms
9:10-9:55 a.m.	Breakout round 1	Rooms X47, X04 and X38
9:55-10 a.m.	Transition	All rooms
10-10:45 a.m.	Breakout round 2	Rooms X47, X04 and X38
10:45-10:50 a.m.	Transition	All rooms
10:50-11:35 a.m.	Breakout round 3	Rooms X47, X04 and X38
11:35-11:40 a.m.	Transition	All rooms
11:40 a.m.-12:25 p.m.	Breakout round 4	Rooms X47, X04 and X38
12:25-12:30 p.m.	Return to Main Banquet	All rooms
12:30-1:15 p.m.	Lunch and keynote LaTorria Lemon	Main
1:15-1:20 p.m.	Transition	All rooms
1:20-2:05 p.m.	Breakout round 5	Rooms X47, X04 and X38
2:05-2:10 p.m.	Return to Main Banquet	All rooms
2:10-2:55 p.m.	Closing fireside chat Heide Harrell	Main
2:55-3 p.m.	Closing remarks	Main Banquet

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Breakout session options



Emerging Trends and Innovation

Room X47

Time	Session	Presenter
9:10–9:55 a.m.	Master the Craft, Not Just the Tool: Human Expertise in AI-Powered Communications	Kristoffer Smith
10–10:45 a.m.	PR in the Age of AI Search: SEO, GEO and the New Rules of Discoverability	Leslee Hackett
10:50–11:35 a.m.	The New Front Door: Getting Cited by AI, Not Just Ranked by Google	Anh Nguyen
11:40 a.m.–12:25 p.m.	From Invisible to Invaluable: Building Human Influence in an AI-Saturated Workplace	Tricia S. Vincent
1:20–2:05 p.m.	From Clips to Citations, PR's Role in AI Search	Kami Watson Huyse, APR

Breakout session options

Strategic Leadership



Room X04

Time	Session	Presenter
9:10-9:55 a.m.	From Attention to Participation: A Strategic Behavioral Science Framework for Communications That Move People	Terri Larson, APR
10-10:45 a.m.	When Everything Is the Brand	Jordan Hora
10:50-11:35 a.m.	The Promotion Predicament: Making the Shift From Top Performer to Team Leader	Kristoffer Smith
11:40 a.m.-12:25 p.m.	Authenticity With a Strategy: Building an Organizational Voice People Recognize and Trust	Terri Larson, APR
1:20-2:05 p.m.	The Frontline Disconnect: Building Trust Where Work Happens	Shea Sullivan, SCMP



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Breakout session options

Elevating Your PR Skills



Room X38

Time	Session	Presenter
9:10–9:55 a.m.	Revealing Unconscious Language Habits to Improve Communication	Alise Isbell
10–10:45 a.m.	The Making of a Celebrity	Carla Gomez
10:50–11:35 a.m.	Finding Your Voice: Amplify Your Authentic Self as a Communications Leader	Kuriko Wong
11:40 a.m.–12:25 p.m.	The 2026 PR Practitioner: What It Takes to Be Heard	Carla Gomez
1:20–2:05 p.m.	Houston Media Relations: What Reporters Wish PR Pros Knew	Felicia Perez

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10:50–11:35 a.m.	Breakout round 3	Rooms X47, X04 and X38
11:35–11:40 a.m.	Transition	All rooms
11:40 a.m.–12:25 p.m.	Breakout round 4	Rooms X47, X04 and X38
12:25–12:30 p.m.	Return to Main Banquet	All rooms
12:30–1:15 p.m.	Lunch and keynote La'Torria Lemon	Main

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1:20–2:05 p.m.	Breakout round 5	Rooms X47, X04 and X38
2:05–2:10 p.m.	Return to Main Banquet	All rooms
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