

PR DAY 2026 | SPEAKING & PRESENTATION GUIDELINES

PR DAY 2026

TMC INNOVATION HUB | OCTOBER 28, 2026

SPEAKER PROPOSAL DEADLINE: SEPTEMBER 11 @ 5 P.M. CST

ABOUT PR DAY

Join public relations and communications professionals of all levels for the largest single-day gathering of public relations and communications professionals in Texas, with 150+ attendees from the greater Houston area. You do not have to be a PRSA Houston member to attend!

PR Day will be held in person at the illustrious Hotel Zaza in Houston's Museum district on Wednesday, October 28. Focus areas include communications strategies and tactics, digital content trends and best practices, crisis communication, and reputation management. The day will have a breakfast panel, luncheon keynote, and four sets of three speaking tracks, including:

- Emerging Trends & Innovation,
- Strategic & leadership focused,
- And elevating your PR skills

This year, we celebrate the theme "Amplify Your Voice," a call to action for communicators to elevate diverse perspectives and empower their audiences. Much like those who use their voices to uplift others, genuine storytelling resonates deeply with the work we do as communicators. Just as community leaders use their platforms to share stories and connect with their communities, our role is to authentically tell our narratives and forge meaningful connections.

During our program this year, we are committed to bringing together influential figures from the PR industry to showcase these vital skills. Our attendees will have the opportunity to learn invaluable techniques, such as effectively navigating communication during crises, harnessing the power of TikTok to bolster brand reputation, or discovering innovative strategies to bring back to the workplace. PR Day provides a jam-packed day of learning, empowering PR professionals to elevate their expertise and excel in their field.

ABOUT PRSA HOUSTON

With more than 300 active chapter members in a wide breadth of industries, PRSA Houston is one of the nation's largest and most active chapters of the Public Relations Society of America.

Founded in 1950, PRSA Houston helps members become more valuable to their organizations and clients and therefore, more successful professionally, by providing peer-based support, encouraging professional growth through participation in educational programs and leadership roles, and promoting the highest standards of professional competence and ethics.

PRSA Houston is governed by a volunteer board of directors, represented nationally by assembly delegates and supported by volunteer committees.

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PR DAY 2026 SPEAKING OPPORTUNITIES | PRESENTATION GUIDELINES PROPOSAL GUIDELINES

PR Day welcomes proposals from established public relations practitioners as well as experts in related fields, including, but not limited to, management, human resources, marketing, legal issues, and interactive communications. We welcome both local and national proposals; however, PRSA Houston will not reimburse for travel or lodging expenses.

This call for presentations includes two types of sessions:

- Expert presentations (45-minute breakouts, e.g. 30-minute presentation with last 15 minutes for Q&A)
- Panelist discussions (45-minute facilitated discussions with a panel of up to three speakers regarding specific topics)

Successful speakers will have demonstrated and applicable industry knowledge, provide actionable takeaways for attendees, inspire audiences by passionately sharing their expertise and avoid sales pitches for their products or services. Priority will be given to proposals that are innovative and unique in line with the theme of the conference.

PR DAY 2026 SUBJECT CATEGORIES:

EMERGING TRENDS AND INNOVATION

FOR THE TECH-SAVY PR PROFESSIONAL. Demonstrates best digital applications for public relations, including digital communications strategies, upcoming technology (i.e. A.I.), social media trends, podcasting, influencer marketing, communications skills, and other tools & techniques.

STRATEGIC AND LEADERSHIP FOCUSED

FOR THE PR PROFESSIONAL READY TO ELEVATE THEIR STRATEGIC THINKING AND ENHANCE THEIR LEADERSHIP IMPACT. This track equips seasoned professionals with advanced skills to lead through organizational crises, advise senior executives, and drive strategic communications that deliver measurable business impact. You'll explore frameworks for stakeholder engagement, team leadership, data-driven planning, and ethical decision-making in complex scenarios.

ELEVATING OUR PR SKILLS

FOR THE PR PROFESSIONAL WHO WANTS TO ELEVATE THEIR COMMUNICATION SKILLS. This track is designed for PR leaders to demonstrate how attendees can further bolster why PR and communications professionals deserve a seat at the table. Topics can include, but not limited to, media relations, public involvement and community outreach, public affairs, and internal communication.

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APPLICATION

Please provide the following information via Google Form ([CLICK HERE](#)) by Friday, **September 11, 2026**, at 5 p.m. CT.

Be sure to include the following:

- Name(s)
 - *NOTE: The presenter's and/or panelist's name, title, and organization will appear in conference marketing materials as provided in this application.*
- Professional Title(s)
- Organization/Company Name
- Mailing Address
- Phone
- Email Address
- All applicable social media handles
- Biography (per speaker) (200 words max.)
- Website address (if applicable)
- Speaking References
 - List conferences where the speaker(s) has presented, as well as the name, phone number, and email address of a primary contact person at each event. If available, please provide an evaluation form from at least one presentation of a similar type.
 - Optional: Please provide a web link to a past presentation.
- Name of Presentation
- Description and Content (100 words max.)
- Subject Category
- Three Learning Objectives ("At the end of this session, attendees will know...")
- Identify if this is best presented as a Breakout Session or Panel

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FAQs

1. What are the key factors that determine a presentation's acceptance?

Your presentation should demonstrate as many of the following components as possible:

- Results-oriented best practices, which may have evolved as the result of a strategic shift or nimble tactical adjustment.
- Strategies and value propositions with measurable outcomes.
- Solutions for organizational challenges, such as trust and reputation protection, staff development, internal communications, corporate social responsibility and social media integration.
- Key drivers of critical business functions, such as crisis communications, sales generation, customer relations, issues management, stakeholder engagement and research, legislative compliance, media relations, and shifts in behavior and perception.
- Organizational positioning, including integrated marketing communications, brand identity and risk management.
- Core career competencies, such as ethics, leadership, collaboration, networking and influence.

2. What is the policy regarding presenter expenses?

Accepted presenters will receive a complimentary speaker registration. PRSA Houston does not reimburse presenters for out-of-pocket expenses, travel or lodging.

3. How many presenters are allowed?

No more than three presenters on a panel and one moderator during a presentation.

4. What is an APR Learning Opportunity?

Presentations that help APR (Accredited in Public Relations) candidates in their review of topics relevant to the Examination process may be designated as APR Learning Opportunities. To qualify, presentations must cover the knowledge, skills, and abilities (KSAs) in the APR Exam. The presenter or at least one co-presenter must have an APR.

5. When will I find out if my proposal has been accepted?

All proposals will go through a formal review, and PRSA Houston will let you know if your presentation is accepted into PR Day by September 18, 2026.

Submit proposals and any questions to

admin@prsahouston.org