

PRSA

Houston Chapter

PR DAY 2025 HOUSTON LEADS

ICONS, REPUTATION
AND THE NEW RULES
OF COMMUNICATIONS



THURSDAY, OCTOBER 23
TMC INNOVATION FACTORY

2450 Holcombe Blvd. Houston, TX 77021

8:00 AM - 3:00 PM

PR DAY 2025 SPEAKING OPPORTUNITIES | PRESENTATION GUIDELINES

PR DAY 2025 IN-PERSON EVENT | OCTOBER 23, 2025 LOCATION: TMC INNOVATION FACTORY, HOUSTON, TX

SPEAKER PROPOSAL DEADLINE: August 29, 2025

ABOUT PR DAY 2025

PR Day is the largest single-day gathering of public relations and communications professionals in Texas. With more than 150 attendees, the event is a must-attend for professionals looking to grow their networks, sharpen their skills, and stay ahead in a fast-evolving industry.

This year's theme, "**Houston Leads: Icons, Reputation, and the New Rules of Communications,**" explores how Houston's legacy and rising stars are shaping modern PR—from AI to authenticity. It's where legacy meets innovation, and where today's voices define tomorrow's standards.

THEME INSPIRATION: THE HOUSTON EFFECT

Houston is a city of changemakers. With entrepreneurs, creators, and cultural leaders at the helm, the 2025 PR Day explores how local icons influence brand storytelling, community trust, and modern communications. From social media and AI to crisis comms and mental health, we'll explore what it means to lead in this new communications era.

ABOUT THE 2025 PR DAY CONTENT TRACKS

This year's PR Day will once again be hosted at the TMC Innovation Factory and will feature a full day of inspiring keynotes, insightful breakout sessions, and engaging panels. The 2025 content tracks are designed to reflect the evolving needs of today's PR professionals—emphasizing innovation, resilience, and relevance in an increasingly complex media and cultural environment.

Each track highlights a key area of the communications landscape where industry professionals are navigating new opportunities and challenges. From the use of artificial intelligence and data to reputation management, mental health, and personal branding, these content streams are curated to help attendees elevate their skills and rethink the future of PR.

Attendees will select from three curated breakout tracks. Each session is 45 minutes (30-minute presentation, 15-minute Q&A).

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.

SPEAKER PROPOSAL GUIDELINES

PR Day welcomes proposals from established public relations professionals, as well as experts in related fields such as journalism, technology, marketing, mental health, and business leadership. We welcome both local and national proposals; however, please note that PRSA Houston does not reimburse for travel or lodging expenses. Additionally, PRSA does not permit sponsored sessions, in order to avoid any "pay-to-play" type of submissions.

Session Formats:

- 45-minute Breakout Presentation (30 min talk + 15 min Q&A)
- Panel Discussion (up to 3 panelists + 1 moderator)

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

SUBJECT CATEGORIES FOR 2025:

To align with our 2025 theme — **"Houston Leads: Icons, Reputation, and the New Rules of Communications"** — this year's content will focus on **three curated tracks** that reflect how changemakers and industry icons are transforming public relations today. From the field to the feed, from metrics to mental health, we'll explore how the leaders of now are rewriting the rules of reputation, visibility, and value.

Artificial intelligence will be woven throughout all three tracks — not as a standalone topic, but as a critical tool shaping the ways influential voices tell stories, track impact, and foster resilience.

The PR Power Play: Inside Sports, Storytelling & City Spirit

Speakers: PR pros with experience in sports, city or civic communications, creator partnerships, or related industries.

This track spotlights the icons shaping Houston's cultural narrative — from athletes and influencers to civic leaders and brand voices. Speakers will explore how legacy and rising institutions build trust and community pride through bold storytelling, reputation management, and real-time engagement. If you're leading public-facing brands or managing high-stakes visibility, this is your arena.

AI Angle: Dive into how AI-driven tools like sentiment analysis, predictive insights, or fan experience platforms are empowering PR teams to better understand and connect with their audiences in real-time. Explore how AI-driven tools like sentiment analysis, predictive analytics, or fan engagement platforms are transforming sports and civic communications. Bonus points for case studies that use data to elevate local stories or target audience engagement.

Metrics + Machines: PR's Data-Driven Future

Speakers: Analytics leaders, agency pros using AI, pricing consultants, and newsroom or media monitoring experts.

Today's most impactful communicators are those who don't just tell great stories — they prove their worth. This track is for professionals who influence with intention, turning data into decisions and strategy into sustained reputation. We're spotlighting or want you to spotlight changemakers and icons who challenge vanity metrics and set new standards for how PR performance is measured, valued, and communicated.

AI Angle: From AI-assisted content tracking to automated dashboards and predictive analytics, this session explores how emerging technologies are reshaping performance storytelling. Speakers will share how they're using tools like automation and machine learning to streamline reporting, optimize workflows, and demonstrate real value — all while preserving ethical, human-centered messaging. We're seeking bold insights on how AI can support innovation without sacrificing trust, creativity, or transparency.

Human-Centered PR: Boundaries, Balance & the Culture of Care

Speakers: Agency leaders, mental health professionals, DEI experts, and seasoned PR execs. Icons can't lead without longevity. In an always-on industry, protecting the people behind the press is more essential than ever. This track honors the emotional labor behind the headlines and invites bold perspectives on how we sustain our people as well as our work. From burnout prevention and boundary-setting to building purpose-driven, ethical workplace cultures, speakers will unpack how modern PR leaders support their teams while balancing client demands and public expectations.

AI Angle: While automation and AI tools — such as meeting note generators, media summaries, and scheduling assistants — can reduce cognitive load and free up time for higher-level thinking, they also risk accelerating urgency culture and distancing teams from meaningful connection. Speakers are encouraged to share how they’re navigating tool adoption with intention, using technology to support wellbeing and longevity, not undermine it.

APPLICATION REQUIREMENTS

Please submit the following in a Word or PDF document to prdaychair@prsahouston.org with subject line “**PR Day 2025 Speaker Proposal,**” by **Friday, August 29, 2025, at 5 p.m. CT.**

Contact Information

- Name, Title, Organization
- Mailing Address, Email, Phone
- Social handles (if applicable)
- Bio (max 200 words)
- Website (optional)
- Past speaking references or videos (if available) - 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.

Presentation Content

- Session Title
- 100-word Description
- Subject Category
- Three Learning Objectives (“At the end of this session, attendees will know...”)
- Session Type: Breakout or Panel

IMPORTANT DATES

- Proposal Deadline: August 29, 2025
 - Acceptance Notification: September 15, 2025
 - Event Date: October 23, 2025
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FAQs

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.

What is the policy regarding presenter expenses?

It is free for speakers to give their presentation only. However, accepted presenters who plan to stay for the full event (beyond their designated speaking time) will receive a discounted speaker registration rate. Please note that PRSA Houston does not reimburse presenters for out-of-pocket expenses such as travel, parking, or lodging.

How many presenters are allowed?

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

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.

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 15, 2025.

Submit questions and proposals to:
prdaychair@prsahouston.org