

Insights to Action: Improving PR Performance (Live Event: June 9, NYC)



“Insights to Action: Improving PR Performance”
Strategic Corporate Communication and Research Conference

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June 9 | University Club in NYC  **PRIME**  **RESEARCH** 

Date: June 9, 2016

Time: 8 a.m. to 5 p.m. EST

Location: University Club of New York | One West 54th Street, New York, NY 10019

Registration: Early Bird Rate \$895 (Expires May 1st). Optional PR Research Bootcamp \$295.

For information on the Research Bootcamp [Click Here](#)

Register for Strategic Conference and Optional Bootcamp [Here](#)

Senior and emerging corporate and brand communicators are invited to attend this strategic research conference, “*Insights to Action: Improving PR Performance*” co-sponsored by **PRIME Research** and the **Institute for Public Relations**. Attendees will learn how to improve their return on PR investment using strategic research at this June 9 event held at the historic University Club in New York City.

Speakers include global corporate and brand communicators; senior public relations researchers from top companies; and leading scholars in the field. They will share best practice case-studies that inform the public relations community and will share their own experiences proving PR's value.

"Insights to Action: Improving PR Performance" will be a great opportunity to contribute to and learn from illuminating discussions about communication research and its applications.

**Learn more about the Conference
Here**