



Women Communicators of Austin
Present

Get Smart 2016



Break Through:

Engaging Your Audience in a World of Information Overload

Program Schedule:

Time	Program
12:30 p.m. – 1:30 p.m.	Registration & Networking
1:30 p.m. – 1:45 p.m. Phoenix South	Welcome & Announcements
1:45 p.m. – 2:30 p.m. Phoenix South	Keynote Speaker
2:30 p.m. – 3:00 p.m.	Networking Break w/ snacks & beverages
3:00 p.m. – 3:50 p.m. DeZavala	Breakout Session One: Navigating Overload: Freelance Strategies for Creating Client Buzz
3:00 p.m. – 3:50 p.m. Phoenix South	Breakout Session Two: Generationally Speaking: Crafting Messages that Resonate with Your Target Audience
4:00 p.m. – 4:50 p.m. DeZavala	Breakout Session Three: Cutting Through the Noise: Digital Strategies for Engaging Audiences and Measuring Success
4:00 p.m. – 4:50 p.m. Phoenix South	Breakout Session Four: I Heard You, Now What? Turning Audience Engagement into Action
5:00 p.m. – 7:00 p.m. Dover's Courtyard	Get Smart After-Party! Join us in Dover's Courtyard at the DoubleTree after the conference ends for networking and refreshments.

Join us for the
GET SMART AFTER-PARTY!



5:00 P.M. – 7:00 P.M.

Help yourself to a delicious selection of appetizers.
Network and swap business cards with fellow conference attendees
and speakers.

Enjoy your first drink on us!

Dover's Courtyard
DoubleTree by Hilton Hotel Austin
6505 N Interstate 35
Austin, TX 78752

GET SMART 2016

Break Through: Engaging Your Audience in a World of Information Overload

Watch a video. Read an email. Glance at any ad. Today you can find so many channels for conveying messages and engaging audiences. With endless options, how do you know you're using the right medium to reach those who need to hear what you have to say?

- How do you ensure that your pitches and products rise to the top?
- How are your intergenerational audiences responding to your message?
- What newest trends and offerings can better engage your digital audience?

Get Smart 2016 will focus on breaking through the noise and engaging your audience in a world of information overload. Attendees will learn tips and leave with the tools necessary to get the right message to the right audience at the right time.

Join the conversation on Twitter: [#GetSmart2016](#)





Women Communicators of Austin (WCA) champions the advancement of women across all communications disciplines by recognizing excellence, promoting leadership and positioning its members at the forefront of the evolving field of communications. Our organization dates back to 1929 and is one of the largest and most diverse professional communications organizations in Austin.

Learn more about WCA

Website: www.wcaustin.org

Facebook: WomenCommAustin

Twitter: @WomenCommAustin



Get Smart Keynote

1:45 p.m. – 2:30 p.m.

Phoenix South

Attention Management: The Path to a Productive Life of Choice

Maura Thomas

Founder, Regain Your Time

Speaker, Trainer, Author

Busy professionals rely on technology to live and work. However this very technology presents some of the greatest challenges to our focus: distractions that constantly derail us not only from the task at hand, but from the path that we determine for our lives. To manage “information overload,” most of us turn to the lessons of time management, but these techniques are outdated and irrelevant. It’s time to learn more suitable work-life management skills for the 21st century. Maura will help you discover the number one skill for the future: attention management. In addition, this presentation will provide secrets to help you:

- Understand how you sabotage your own productivity and attention
- Learn specific techniques for managing both external and internal distractions
- Regain clarity about your important goals and aspirations, and
- Spend more time being proactive, to maintain your path to success.

Maura Thomas is an award-winning international speaker and trainer on productivity, attention, and effectiveness for companies such as the American Heart Association, Old Navy and L’Oreal. She is a TEDx Speaker, founder of RegainYourTime.com and author of *Personal Productivity Secrets* and the upcoming *Work Without Walls: An Executive’s Guide to Attention Management, Productivity, and the Future of Work*. Maura is a favorite media source on these topics and is featured weekly in national outlets such as the *Wall Street Journal*, *Fast Company* and *Inc*. She’s also a regular contributor to the *Harvard Business Review*, with articles viewed more than a million times. Follow her on Twitter at @mnthomas.



Breakout Session
3:00 p.m. – 3:50 p.m.
DeZavala

Navigating Overload: Freelance Strategies for Creating Client Buzz

Laura Beck, Marketing and Public Relations
Consultant

PJ Christie, Certified Google Partner

When it comes to marketing and PR, it takes a brave – and smart – freelancer to compete with agency budgets and full-on staffs. We've invited two local rock stars, Laura Beck and PJ Christie, to share insider tips on how they deliver world-class results with modest resources. This open discussion will include what marketing tools to use or avoid, harvesting the right data to spot trends for effective programs and making connections that spell out results for your client.

ABOUT THE SPEAKERS



Laura Beck is a marketing and PR consultant, former entrepreneur/T-shirt lady, sports nut and mom. She has been an independent PR consultant for 6.5 years after 18+ years agency-side, including running the Austin office of Porter Novelli for nearly a decade, growing it to 16 employees and \$3 million billings. Beck's passion has been largely technology startups, working with entrepreneurs to bring their dreams to life, gain critical visibility and create positive buzz. As an independent consultant, she supports clients such as AARP, eyeQ, SparkCognition and Tiff's Treats.

Beck teaches PR, integrated marketing and media training at Capital Factory, TechStars, The University of Texas and Texas State University. She enjoys public speaking to anyone who will listen to her, lately digging into the failure of stripedshirt, her business that closed dramatically via a kickstopper campaign that went viral. Beck is a proud adopted Texan but will always keep the Boston roots strong, especially cheering on the Red Sox. She is lucky to be raising two independent-minded girls and, as a Boston College alum, is a loud Eagle fan.



PJ Christie is a Certified Google Partner with more than 15 years of agency experience, growing businesses large and small. A highly regarded public speaker, Christie has addressed audiences on topics ranging from growth strategies, bootstrapping startups and scaling lead generation campaigns. He is a ProductCamp Austin winner and, for two consecutive years, a Lean Startup competition judge. Christie's professional goal is to bring competitive intensity to business marketing while maintaining transparency with his clients. He enjoys speaking on topics ranging from growth strategies, bootstrapping startups and scaling lead generation campaigns.

Christie brings a competitive perspective to his business marketing portfolio through Search and Convert for large projects and Big Wheel Agency for independent services. A Texas resident since 2010, Christie lives in Austin with his wife, two little boys and a geriatric cat.



Breakout Session
3:00 p.m. – 3:50 p.m.
Phoenix South

**Generationally Speaking: Crafting
Messages that Resonate with Your
Target Audience**

Heath Riddles, Director

Elizabeth Christian Public Relations

Not only are today's communications professionals facing an ever-changing communications landscape and endless messaging channels, they must also navigate how to engage across generations. Join us as Heath Riddles explains how we bridge that divide by crafting messages that resonate with audiences of different generations to ensure the message breaks through.

ABOUT THE SPEAKER



Heath Riddles is a director at Elizabeth Christian Public Relations with more than 15 years of public relations and communications strategy experience in business sectors such as government, the arts, entertainment and non-profits. During his time at ECPR, Riddles has worked with numerous high-profile clients, including HomeAway, the Austin Convention and Visitors Bureau, Children's Hospital Association of Texas and Texas Mutual Insurance Company.

Prior to joining ECPR, Riddles was the director of marketing and communications at the Long Center for the Performing Arts, where he spearheaded institutional public relations efforts for tapings of “Jimmy Kimmel Live” during SXSW as well as for visiting dignitaries such as Hillary Rodham Clinton and President Barack Obama. Through his policy and government relations work, Riddles gained a sure footing in the realm of political advocacy and policy communications.

Riddles began his career as a television news producer in Austin and Oklahoma City, where he covered a wide range of stories including the Oklahoma City bombing. His strengths are in media relations, writing, grassroots marketing campaigns, crisis communications and event planning. Riddles holds a degree in journalism from the University of Oklahoma.



Breakout Session
4:00 p.m. – 4:50 p.m.
DeZavala

**Cutting Through the Noise: Digital
Strategies for Engaging Audiences and
Measuring Success**

Stephanie Elsea, APR, Vice President of
Communications and Marketing
American Heart Association, SouthWest Affiliate

Whitney Presley, Senior Director of New
Media and Digital Communications
American Heart Association, SouthWest Affiliate

Google Analytics, SEO, page clicks, views. With so many tools for measuring the reach of your message, it can get a little loud when looking for the best option for you and your audience. This session will not only discuss the latest trends and offerings to engage with your digital audience, it will provide you with advice on how to see if that message is really getting in front of the right audience to be effective.

ABOUT THE SPEAKERS



Stephanie H. Elsea, APR, is the Vice President of Communications and Marketing for the American Heart Association's (AHA) Austin-based, six-state SouthWest Affiliate. In this role, Stephanie oversees the Association's communications strategy in Texas, Oklahoma, Arkansas, Colorado, New Mexico and Wyoming. She manages a team of market-based communications professionals spread across the affiliate who are goaled on traditional and social media.

Stephanie is a purpose-driven communications executive who has dedicated her career to making a difference. Her experience is almost exclusively nonprofit, focused on healthcare and higher education. She is a creative, collaborative and strategic thinker, an early-adopter of new technology and a curious life-long learner. She brings her unique sense of humor to every situation and has been known to ban PowerPoint in meetings – and to sing often (though, unfortunately, not very well).

Prior to joining the AHA, Stephanie served as spokesperson and Marketing and Communications Director for the Lance Armstrong Foundation (now LIVESTRONG). She also has served other large nonprofit organizations, including St. Edward's University, Seton Healthcare Network and Auburn University. Stephanie holds a Masters in Liberal Arts from St. Edward's University and a Bachelor of Arts in Journalism from Auburn University.



Whitney Presley is the Senior Director of New Media and Digital Communications for the SouthWest Affiliate of the American Heart Association. Whitney has over 20 years of experience in non-profit marketing and communications, including museum and arts promotions, fundraising and alumni relations for The University of Texas and health marketing.

She currently directs and implements social media strategy and mission education for the six states in the SouthWest Affiliate of the American Heart Association (Arkansas, Colorado, New Mexico, Oklahoma, Texas and Wyoming), and manages the internal and online communications for the affiliate. Whitney holds a BA in journalism and theatre from Baylor University and a MA in advertising from The University of Texas at Austin and is always looking for the next big technology wave to promote the AHA.



Breakout Session
4:00 p.m. – 4:50 p.m.
Phoenix South

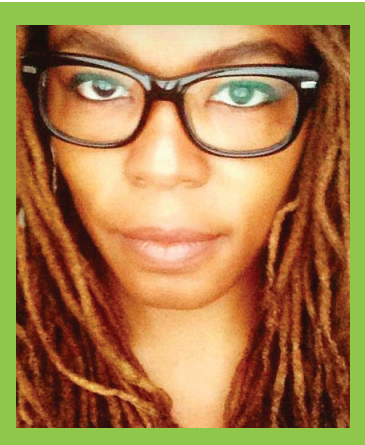
I Heard You, Now What? Turning Audience Engagement into Action

Shanteka Sigers

Senior Vice President and Executive Creative
Director
SandersWingo

How do you turn that incredible message you've gotten in front of the right audience into something tangible? What is needed to transition that engaged reader into an active participant? This session will give you the tools and ideas needed to keep your audience engaged and motivated to come back to your brand time after time.

ABOUT THE SPEAKER



Shanteka Sigers is Senior Vice President and Executive Creative Director at SandersWingo. Business Insider lists her as one of the Most Creative Women in Advertising. *Black Enterprise* has twice named her one of the Top Women Executives in Advertising and Marketing. *Complex Magazine* called her one of the Top Creative Innovators. She has created campaigns for McDonald's, AT&T, Verizon, Chevrolet, Toyota, Proctor & Gamble, General Mills, Allstate, Nationwide and truth.

Sigers has waxed poetic at The 3% Conference, South By Southwest Interactive and was interviewed in *Communication Arts Interactive*. She's both winner and judge of advertising industry awards.

After vowing to never live in the south again, each day she awakens happy and amazed in Austin, Texas.

**Get Smart 2016 would not be possible without
the help from the following:**

Karen Aroian

Maria Cammack

Sandra Kleinsasser

Sophia Lopez

Dana Marruffo

Katie McKee

Mindy Morgan

Jennifer Perkins

Jennifer Rother

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Davo Productions



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Our organization dates back to 1929 and is one of the largest and most diverse professional communications organizations in the city. Our membership includes more than 250 women and men from across a broad spectrum of communication specialties including journalism, public relations, marketing, graphic design and corporate communications.

As WCA members, we are passionate about the organizations we serve, energized by collaboration with one another and always seeking the next challenge. We value the supportive environment of WCA, both as a benefit and an opportunity for contribution. We look to WCA for:

- Career **exploration**, for opportunities to try new things, ask questions and meet mentors in different areas.
- Career **enhancement**, capturing leadership opportunities and building value in the communications profession.
- Career **acceleration**, finding fresh ideas and spurring skill development.

Register for upcoming events at wcaustin.org!



**BANNER
BRUNCH**



**CAREERS
OVER COFFEE**



**MENTOR
PROGRAM**



**CONNECT
OVER COCKTAILS**



**GET
SMART**



**WCA@LUNCH
WCA@NIGHT**

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FREELANCE /austin

WCA: CommSquad

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