

PRSA-SF 2023 Year in Review

December 8, 2023



High Level Calendar 2023

Q1 | January - March

Jan. 21: Kick Off Meeting

Recurring: Third Thursdays (start in February)

Onboard new board leaders

March: Professional Development Event

Q2 | April - June

Recurring: Third Thursdays

April: APR Month - Info Session & Presentation on Benefits of APR

May/June: Grad/Young Pros Social & Career Preparation Event

High Level Calendar 2023

Q3 | July - September

July: Summer Break

Recurring: Third Thursdays

August: Mid-Year Retreat

September: D&I Programming

Q4 | October - December

Recurring: Third Thursdays

October: Fifth Annual Foggies
Award Ceremony

October 13-17: PRSA Leadership
Rally, Assembly and ICON

December: AMA-SF & PRSA-SF
Jingle Mix & Mingle Party

Refresher: 2023 Goals & Priorities

Chapter Objective

Section 3. Objectives. In accordance with the purposes of the Society as set forth in the Society’s articles of incorporation and bylaws, the objectives of this Chapter shall be to serve a diverse community of professionals, empowering members to excel in effective, ethical and respectful communications on behalf of the organizations they represent and the constituencies they serve; and, to:

- Promote lifelong learning
- Strengthen and maintain the highest standards of service and ethical conduct by all members of the profession
- Embody vibrant, diverse and welcoming professional communities
- Recognize capabilities and accomplishments
- Provide thought leadership and professional excellence through the exchange of ideas and experiences
- Collect and disseminate information to enhance or improve the professional knowledge, standards and ethical practice of the membership

2023 Goals & Vision

- Reinforce and continue to build our chapter's reputation for D&I
- Empower and equip PR/comms pros through mentoring connections, ethics materials & APR resources
- Increase chapter membership by 10%
- Host quality, thoughtful, beneficial events (more in-person) to members and beyond
- Chapter leadership growth through committee recruitment
- Maintain strategic partnerships (AMA, BASC, Color Comm) & rebuild sponsorships roster
- Continue the success of the "Foggies" Awards through submissions and event participation
- Cross-committee support & collaboration

Core 3 Focus Points

- Provide exceptional experiences and act as a useful resource for the SF Bay Area PR committee, eventually leading to a chapter membership increase of 10%
- Host quality, thoughtful, beneficial events throughout the year where current and prospective members can reconnect, network and build their professional toolkit
- Foster future chapter leaders through committees, partnerships and year-round activities that showcase our current great leaders

Accomplishments & Activities

2023 Accomplishments

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- Empowered PR/comms pros through mentoring with BAARC program support and participation
- Fostered connections with more than 200 professionals across 10 programs in 2023 (Thanks to the return of Third Thursdays!)
- Increased our membership by 7 members in 2023, staying relatively flat
 - First year since 2020 where we didn't post a net loss in membership
- Saw 300% increase in sponsorships for events and programs in 2023

The Return of Third Thursdays

Starting in February we relaunched this beloved monthly networking program!

Thank you to Sarah for taking point and helping bring these regular events back for our PRSA-SF community.

February - Getting Reconnected

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THIRD THURSDAYS

Thursday, February 16 | 4:30 - 6:30 PM
Royal Exchange, 301 Sacramento St, SF

March - Women's Month Celebration

**THIRD
THURSDAYS**

Thursday, March 16
The Barrel Room, 415 Sansome St, SF



April - KQED Newsroom Tour



PRSA Public Relations Society of America
SAN FRANCISCO

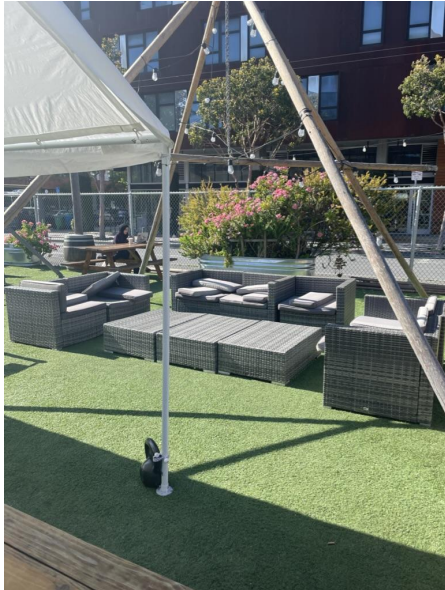
KQED Newsroom & Happy Hour
Q & A with Newsroom Host Priya Clemens

When:
April 20, 4:00 pm

Where:
2601 Mariposa Street

Registration closes April 13

May - Gathering Outdoors



PRSA-SF THIRD THURSDAYS



MAY 18, 2023

5-7 PM

PARKLAB GARDENS



**GRAB A DRINK, CHECK OUT THE FOOD
TRUCKS & CONNECT WITH PR FRIENDS!**

June - Getting On a Lifestyle TV Show



When:
June 15, 4:00 pm

Where:
Howells
2373 Chestnut Street
San Francisco, CA 94123
(between Divisadero and Scott)

August - Food & Beverage Media Tips



September - Supporting PR Research



THIRD THURSDAY

Monthly Networking + Happy Hour

Ticket Info
www.eventbrite.com

PRSA SAN FRANCISCO



September 21
4:30-6:30 P.M.



Casements Bar
2351 Mission St., SF 94110

October - A Night of Celebrations



November - Important Conversations

PRSA-SF Presents *'Creating A Culture of Diversity'*

WEDNESDAY, NOV. 15TH @ 6 PM PST
VIRTUAL - RSVP REQUIRED
LINK PLACEMENT



AYANNA ANDERSON
HIGHWIRE PR



JOCELYN ARELLANO
ZENO GROUP



KRISTIN WEDDICK
HOTWIRE GLOBAL



HOWARD ONG
CATHAY PACIFIC



Y'ANAD BURRELL
GLASS HOUSE PR
MODERATOR

December - Jingle Mix & Mingle

AM> | AMERICAN MARKETING ASSOCIATION
San Francisco | PRSA SAN FRANCISCO

2023 JINGLE, MIX & MINGLE

Hawthorn · San Francisco
Wednesday, Dec. 6 · 6PM – 9PM

The poster features a dark blue background with white snowflakes and pine branches. The text is in white and gold. The AM> logo is in the top left, and the PRSA logo is in the top right. The event title is in a large, gold, serif font. The location and time are in a white, sans-serif font.

JMAC | PR
WORK BOX
ZENO
CALHOUN & COMPANY
COMMUNICATIONS, LLC
insights ASSOCIATION WEST CHAPTER
MNI targeted media
LCI
LUCAS COMMUNICATIONS, INC.
public relations • social media • digital

A vertical stack of logos for event sponsors. The logos are: JMAC | PR (JMAC in blue, | PR in green); WORK BOX (WORK in black, BOX in white on a yellow background); ZENO (ZENO in green); CALHOUN & COMPANY COMMUNICATIONS, LLC (CALHOUN & COMPANY in black, COMMUNICATIONS, LLC in smaller black text); insights ASSOCIATION WEST CHAPTER (insights in blue, ASSOCIATION in smaller black text, WEST CHAPTER in white on a blue background); MNI targeted media (MNI in black, targeted in black, media in black); LCI (LCI in white on a green background); and LUCAS COMMUNICATIONS, INC. public relations • social media • digital (LUCAS COMMUNICATIONS, INC. in black, public relations • social media • digital in smaller black text).

Hello, 2024!

2024 Vision

FOCUS AREAS X THEMES

Foster connection,
engagement and
learning as we
embrace the
evolving role of PR

2024 Strategic Areas of Focus

1 | Connection

Get outside the day to day to meet fellow chapter members and cross-collab with peer comms groups (IABC, AMEC, AMA, BAARC, sfBIG)

2 | Engagement

Meet members where they're at - variety of routine offerings (in-person / virtual events, networking, awards, sponsorships, etc.)

3 | Learning

Professional development opportunities for all career levels (e.g. lifelong learning)

2024 Grounding Themes

1 | “Doing PR”

What it means to “do PR” nowadays and the modern-day skills needed

2 | Technological Shifts

Technological currents shape-shifting
PR-umbrella disciplines

3 | Future of PR

Where the field is going and emerging areas that demand PR savvy

All member offerings/comms should reflect ≥ 1 theme

THANK YOU!