



PRSA Western District Conference to Feature Keynotes by Peter Shankman and Shonali Burke

Two-day conference in Denver includes over 20 sessions about real-world topics for public relations professionals

DENVER, CO, UNITED STATES, April 2, 2018 /EINPresswire.com/ -- April 2 (Denver, CO)—[The Public Relations Society of America \(PRSA\) Western District](#) will be holding their annual, low-cost, two-day regional conference on April 12-13, in Denver, Colorado. The conference offers excellent programming by quality trainers, networking, and leadership and APR training opportunities to public relations professionals from all over the region.

The conference theme is #PRMatters, and is packed with over 20 sessions, featuring nationally and internationally renowned speakers, including keynote speakers Shonali Burke and Peter Shankman.

Shonali Burke, ABC is an accredited, award-winning social PR strategist, teacher and trainer with more than two decades of experience in social PR consulting. She is a frequent speaker at local, national and international conferences, and will give the opening keynote speech.

Peter Shankman is an author, entrepreneur and corporate keynote speaker. This “worldwide connector” is globally recognized for radically changing the ways we think about customer service, social media, PR, marketing, advertising and ADHD. Peter will keynote the luncheon.

“This is one of the best conference values public relations professionals can find who are looking to grow their leadership and PR skills,” said Diane Mulligan, Western District Conference Committee Chair. “Attendees will learn tools, strategies and insights they need in today’s communications environment to support their case that PR matters.”

Conference sessions include topics such as PR trends and emerging technologies, branding, diversity, media relations, community engagement and leadership. Attendees can also participate in discussions on reputation management and impacts on cannabis, as well as discussions on crisis management and how to advise the C-suite.

Tickets prices range from \$150-\$450, depending on PRSA membership and length of conference attendance. For more information, visit <http://www.prsawesterndistrict.org/>.

About the PRSA Western District

The Public Relations Society of America is the largest public relations organization in the world, with more than 22,000 members nationwide. The Western District is one of 10 regions established by PRSA and covers 11 chapters in five western states comprising more than 2,200 members. The Western District goal is to provide a continuum of training, networking and advancing the public relations profession by offering a Western District Conference, building relationships with our chapters and creating organizational strength by consistently refining and honing our training, networking activities, events and board meetings.

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