

**PRFest 2020 – How you can get involved**

PRFest will be in its fifth year and in 2020, things are changing up!

The event will take place on 18 June, and it will be a one-day event with a keynote in the morning and keynote in the afternoon.

The rest of the day will be split into breakout sessions, covering various elements of our theme, ‘Purpose over Profit’.

**KEYNOTE**

One of the keynote speakers has already been secured, which means there is **one place left** to fill. But the quality of the presentation needs to reflect the gravitas of the subject and only experienced professionals need apply.

If you are interested and want to pitch your idea, please email me laura@aura-pr.com by **31 January.**

**CONVERSATION HOSTS**

In terms of the breakout sessions, I am looking for ‘conversation hosts’ who will help lead conversations in the following areas – all linking back to purpose, trust and reputation:

* Blockchain
* Calling out lies (ethics)
* Personal finance
* Wellbeing

If you are interested and want to host a conversation, please email me laura@aura-pr.com by **31 January**. Please let me know your area of expertise and any evidence to support this.

Also, if you have an idea to contribute and want to host your own breakout conversation, please let me know. I’d love to hear it!

**BRAND STAND**

If you supply to the PR and communication industry, perhaps you’d like to demonstrate your product or service, discuss an idea with practitioners. I’d like to have between 8 and 10 ‘suppliers’ who can chat at the registration, lunch and post-event drinks.

If you are interested and want to have a stand, please email me laura@aura-pr.com by **31 March.**

**FRINGE EVENT HOST**

Is your agency or organisation doing great work in a particular sector or have you recently won awards for a specific strategy or campaign?

It would be great to see a collaborative approach between all practitioners by opening your doors and presenting your case studies and discussing challenges you overcame, or new tools you used, to ace what you deliver.

If you are interested in organising your own fringe event in your agency/organisation, please email me laura@aura-pr.com as soon as possible**.** It would be great to have a calendar of events happening to coincide with PRFest, helping practitioners learn, share and collaborate.

**SPONSOR/PARTNER**

If you’d like to engage up to 120 PR and communication professionals, I take pride in finding out what you’d like to get out of the sponsorship, before I will provide a proposal and quote.

From online branding and links to guest blogs and a presence on the day, I’d like to collaborate with brands which have the same professional vision as me.

If you are interested and want to discuss sponsorship, please email me laura@aura-pr.com as soon as possible**.**

This is going to be a VERY exciting year and already I’ve had some fabulous messages from PR profs who are looking forward to coming.

**TICKETS**

Group discounts for 4 or more people are available.

A limited number (x20) of very early bird tickets will go on sale in February.

A limited number (x15) of early bird tickets will go on sale in March.

From April to June, tickets will be at full price.

Terms and conditions:

* Speakers/conversation hosts are asked not to announce anything on their own channels unless it’s agreed with me first
* PRFest has to have a 100% unique approach to content and discussion. I don’t want to see tweet-chats and other non-PRFest events carrying the same content up and down the country, unless it’s a planned approach
* Speakers/conversation hosts won’t be remunerated for their time but an invitation is extended to them to stay for the remainder of the day for free
* I need a short biog, any handles and a hi-res headshot for the speaker page, please
* Once the line-up has been confirmed, I’ll be in touch with everyone to let them know timings and to let you know what date you’ll be expected to submit a guest post, on your subject matter, for the blog
* This is NOT an opportunity to sell. This is an opportunity to firstly engage, secondly educate and thirdly, it’s a call to modernise, think and act.
* Any questions, please just shout!