



## PR Tip: National Events - One More Step Toward Success

By Kelli Eason, President

Everyone knows that networking is crucial to success in public relations. Of course the PRSSA and PRAL meetings will help, but how do you go about landing that national internship or getting a job at that big agency? Those places hire people, not pieces of paper. The only way to get there is to get to know the ones making the decisions. Unfortunately, it's not feasible for you to just walk into the CEO's office and expect a job offer. Lucky for you, PRSSA makes it easy with national events.

Every year PRSSA puts on two national events—PRSSA National Conference and PRSSA National Assembly. If you're looking for a job or would like to learn more about the PR profession, Conference is the place to be. I've attended two national conferences, one in Philadelphia and one in Detroit. Each one has given me the opportunity to meet students from all over the country, and one even got me a national internship with The Dow Chemical Company at their corporate headquarters.

If you are interested in affecting the future of PRSSA and learning more about chapter development,



Assembly is for you. I've also attended two National Assemblies, one in Nashville and one in San Diego. These allow you to get to know other PRSSA members from all over the country in a smaller setting than at Conference. Each chapter is allowed to send one delegate to vote on new officers and bylaw changes. The delegate is usually someone planning to run for a national office or for a chapter office the next year. This year, Chelsey Laborde will represent LSU at Assembly in New Orleans.

National events are some of the best experiences I've had with PRSSA. I've made some very close friends, as well as some great industry contacts. If you are looking to maximize your experience with this organization, national events are the way to do it. The benefits far exceed the costs, the friendships are invaluable and the memories are long-lasting. I highly recommend it for everyone!

## Networking Night: March 26

The Manship School will be hosting Networking Night on March 26 from 5:30 to 7:30 p.m. in the Holliday Forum of the Journalism Building.

Networking Night provides an opportunity for mass communication students to meet local communications specialists in the Baton Rouge area.

Students are also able to inquire about employment positions from the organizations attending the fair.

Not all organizations will be hiring, but the event still provides a way for students to learn how to communicate with professionals and find out what they're looking for in a new hire.

Registration for Networking Night is required. Students can log on to the LSU Careers2Geaux portion of the Career Services Web site to register.

Students are also able to view which organizations will be attending the networking night through Careers2Geaux.

More information can be found online at [www.lsu.edu/career](http://www.lsu.edu/career).

Interested students can also e-mail Sara Crow, the Manship School career services liaison, at [saracrow@lsu.edu](mailto:saracrow@lsu.edu). Sara Crow can also be reached by phone at (225) 578-2379.