

SPEECH OR TALK?

KNOW YOUR AUDIENCE.
KNOW THE DIFFERENCE.



Katherine Brennecke

Emmy Award-Winning VP @
Spring Green Communications

Katherine is an accomplished public relations specialist, communications trainer, media manager and television producer. She has more than 20 years of experience and a proven record of growing brands and engaging target audiences through content development for traditional and social media. She worked for CNN Headline News, Turner Broadcasting's TruTV, and is a professor at the University of North Georgia where she teaches Public Speaking and Journalism. She holds a certificate in Diversity, Equity and Inclusion in the Workplace from the University of South Florida.



Sandy Lamb

International TEDx Speaker Coach,
CEO and Best-Selling Author

Sandy has a passion for professional speaking and has traveled the world to deliver her message on emotional intelligence to virtual and live stages in Indonesia, Thailand, Canada, and the US. She has coached 25+ people to land their TEDx dream stage in both the US and Italy. Sandy's career spans from a global, private engineering/construction firm to the Department of Defense. In 2023, Sandy became a #1 international best-selling author with her book, "[Cracking the Rich Code, Volume 10](#)" and is an advocate for supporting girls and women in STEM.

Learn from an International TEDx Speaker Coach and an Emmy Award-Winning VP

One represents traditional media and thoughtful well-planned speeches. The other represents the TEDx perspective – presenting well-formed ideas in talks under 18 minutes.

Different perspectives with different advice. Watch the sparks fly from these pros in a panel facilitated by PRSA's own Jessica Morgan.

WEBINAR WITH LIVE Q&A

📅 TUESDAY, JANUARY 30, 2024

🕒 12 – 1 P.M. PT

[Register Now!](#)

REGISTERED ATTENDEES WILL ALSO RECEIVE A LIST OF TOP TIPS, TRICKS AND APPS!

Free to Mid-Columbia PRSA Members
\$10 PRSA National Members
\$15 Non-PRSA Members