

October 21, 2011

Envisioning the Future of Public Relations at PRSA 2011 International Conference

Poughkeepsie, NY: Karen Dipnarine-Saroop, President of [PRiyaCOMM](#), joined over 3,000 public relations professionals at the [Public Relations Society of America](#) (PRSA) 2011 International Conference that was held in Orlando, FL from October 15-18. The conference was attended by participants from across the U.S., as well as other countries including Korea, Malaysia, Philippines, Germany, Kuwait, Lebanon, Australia, Canada, Nigeria, Uganda, England, Saudi Arabia, Peru, Mexico and Brazil. Dipnarine-Saroop was the only professional from the Mid-Hudson Valley to attend this conference.

Reflecting on the conference, Dipnarine-Saroop noted, “As the practice of public relations continues to evolve at a rapid pace, the need for continuous training and development is essential.” She stated that the conference provided a significant opportunity to expand her knowledge and engage in informative, stimulating discussions with other industry experts and thought leaders from around the world on innovative strategies and value propositions, solutions for organizational challenges, key drivers of critical business functions, organizational positioning, best practices in diverse practice areas to boost bottom lines, and other critical issues impacting on the public relations industry.



Soledad O'Brien
CNN



Joe Rohde
Walt Disney Imagineering

Held in the creative capital, the conference focused on the theme, “Imagine. Create. Inspire.” and featured influential keynote speakers [Soledad O'Brien](#), Anchor and Special Correspondent for CNN, [Dr. Peter H. Diamandis](#), Chairman and CEO of the X PRIZE Foundation, [Chris Brogan](#), President of Human Business Works, and [Joe Rohde](#), Senior Vice President and Creative Executive of Walt Disney Imagineering, all of whom inspired new levels of imagination and creativity in storytelling among participants.