



**ICON 2024** attendees will take away valuable insights, new skills and the latest tactics and strategies designed to solve the challenges faced in the communications profession today. As a result, they will be better prepared to use that information immediately.

ICON 2024 will offer a wide variety of valuable content and programming and will provide your employees with opportunities to grow and network, and for you to map out a learning plan for your team members by matching ICON 2024 content to your operational needs. They'll be inspired by presenters and speakers, from keynoters to renowned subject-matter experts.

Conferences require significant investments of time and money. In recognition of that, the benefits of participating in ICON 2024 are designed to be tangible, actionable and provide a significant return on your company investment.

ICON 2024 also provides networking opportunities that connect your team members to solution providers, emerging research, innovators and thought leaders. These are connections that will change how you do business and provide introductions that cannot be found elsewhere.

Your organization needs to be present and represented at ICON 2024. We invite you and your employees to join us for the largest gathering of professional public relations, communications and marketing professionals held each year.

Sincerely,  
**Linda Thomas Brooks**  
Chief Executive Officer  
PRSA