

FOR IMMEDIATE RELEASE

Contact:
Briea Curington
615-763-3433 | briea@dugardellis.com

PARTNERS AT duGARD ELLIS PUBLIC RELATIONS TO SPEAK AT 2013 WOMEN IN PR SUMMIT

Nashville, TN - September 23, 2013 - Perri duGard Owens and Aerial Ellis, partners at duGard Ellis Public Relations, will be presenters at the 3rd annual WOMEN IN PR Summit, a conference designed to empower, educate and encourage women in the public relations industry scheduled for September 26-29, 2013, in Houston, TX at the Doubletree Galleria Hotel.

The duo will be presenting a workshop entitled **Money, Power & Respect: What Women in PR Want**. The three main points to be covered include: *Expanding Your Client Base for Greater Revenue (Money)*; *Handling the Bravado: How to Maintain Gender Dynamics with Clients (Power)*; and *How Partnerships Help Women in PR Overcoming Barriers Together (Respect)*.

"It is a pleasure to be able to speak and lead thought-provoking conversation with aspiring public relations professionals as well as our fellow colleagues," says Perri duGard Owens. A North Carolina Central University alumna, Perri brings her vast experience in marketing, communications, and public relations as well as a proven track record building awareness and launching various client brands. She has experience in the healthcare, financial services, transportation and tourism, along with non-profit industries, serving as communications director of DCI Donor Services and marketing director of HCA's TriStar Health System, as well as VP of marketing & communications for the Nashville Area Chamber of Commerce.

"Perri and I look forward to taking what we have learned through our combined years of experience to dialogue with and inspire others," says Aerial Ellis. "We are grateful to have this platform to teach the business of public relations." Recognized as one of *PR News'* 15-to-Watch, Aerial has managed branding strategies for small businesses, individuals, and non-profit organizations, and established partnerships with national media outlets. She also teaches public relations courses at Lipscomb University.

The summit will give women across the nation the opportunity to network with industry leaders, learn the latest strategies in communications from the visionaries who imagine and create the most innovative techniques in the business, share career strategies, improve their skills in all aspects of public relations and gain a new sense of commitment and personal growth.

For more information on the 3rd annual WOMEN IN PR Summit, visit: <http://www.wiprsummit.com/>

About duGard Ellis Public Relations

duGard Ellis Public Relations (dGE) is a public relations consultancy designed for emerging businesses, brands, and technologies. dGE specializes in communications strategy, marketing, strategic planning, digital and web strategy, as well as branding and brand development. Combining passion, creativity and innovation, dGE understands the vision of its clients and works to create new brand identities, navigate industry trends, and execute strategy in emerging markets. Learn more about dGE by visiting duGardEllis.com.