

# SABRINA MCLAUGHLIN, breakout workshop



## ► Everything I Learned About PR, I Learned in Kindergarten

**SABRINA MCLAUGHLIN, APR, INSIGHT MARKETING COMMUNICATIONS**

Sabrina McLaughlin, APR is a sought after regional and national speaker on public relations, branding, creativity, presentation skills and leadership. She serves as Director of Decisions for Insight Marketing Communications, Inc., a full service integrated marketing communications firm serving a wide variety of clients. Her award-winning public relations program development, copywriting and creative direction skills have been recognized by the American Advertising Federation (AAF), the Southern Public Relations Federation (SPRF) and the Florida Public Relations Association (FPRA), among others. McLaughlin's 13 year span in the PR industry includes development for Alabama Public Radio in Tuscaloosa; marketing for the regional accounting firm Saltmarsh, Cleaveland & Gund; and PR for the Okaloosa County Elections Office. In addition to working with clients at Insight, McLaughlin teaches for the Communication Arts department at the University of West Florida in Pensacola. She resides in Northwest Florida with her husband of eight years and their daughter.

Speakers

THE 2010 WOMEN'S WORK-LIFE SYMPOSIUM