

#UTPIO25

St. George, Utah

Monday, September 22

Tuesday, September 23

Wednesday, September 24

2025 Utah PIO Association Conference

Worth the investment

The Utah Public Information Officer (PIO) Conference is one of the top training events in the nation for government communicators, and well worth the investment. As the third-largest PIO association conference in the country, it brings together local professionals to learn, connect, and grow.

Sessions focus on real-world strategies for public engagement, incident response, strategic communications, and navigating evolving regulations. This year also includes new training on using AI tools to streamline workflows and boost productivity.

Who should attend?

Anyone involved in government communications, PIOs, social media managers, communication specialists, and public engagement teams.

Why St. George?

The conference is held in St. George to help attendees step away from daily responsibilities, fully engage in learning, and connect with fellow communicators. The location is more affordable, allowing us to keep registration fees low and accessible for agencies of all sizes.

Register today!

Registration Fee*

\$300 Early bird (July 1 - August 2)

\$325 Regular (August 3 - September 14)

\$350 Late registration (After September 14)

*Plus fees and taxes

UtahPIO.org/conference

Venue & Conference Hotel

Courtyard by Marriott

185 S 1470 E, St. George, UT 84790

435-986-0555

Special group rate is \$110/night + tax
Room block deadline: August 22, 2025
Availability is limited; early booking is recommended.

Additional nearby hotels

Townplace Suites

1251 S 1470 E, St. George, UT 84790

(435) 986-9955

Hampton Inn St. George

53 N River Rd., St. George, UT 84790

435-652-1200

Special group rate is \$110/night + tax
Room block deadline: August 22, 2025
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Meals Included

Monday, September 22

No meals

Tuesday, September 23

Breakfast, Lunch, Breaks, & Social

Wednesday, September 24

Breakfast, Lunch, and Breaks



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Case Studies

- How Springfield, Ohio Was Thrust into the National Spotlight Amid Political Theatre
- Lessons Learned from Helene: 5 Things to Do Now Before the Disaster Hits
- An Execution in Utah: Communicating Under Extreme Scrutiny
- A Terrorist Attack, Historic Snowfall, Super Bowl, and Record-Breaking Mardi Gras: How the First Three Months of 2025 Challenged Louisiana PIOs
- Teaming Up in Crisis: Lessons From the South Jordan Gas Explosion

Breakout Sessions

- From Insight to Impact: Building Communications Plans That Work in Government
- AI: Your Ultimate Productivity Partner
- No News is Good News, No More: Marketing Stories to Shrinking Newsrooms
- Pitching Stories to Get a Home Run
- Press Less, Engage More: Relationship-First Media Tactics that Build Public Trust
- Lights, Camera, Confidence: Interview Skills for PIOs
- Small Team, Big Impact: How to Stay Productive, Responsive, and Effective in Public Outreach
- Crisis-Proof City Communications: A Modern Framework of Public Sector Response
- Handling a Crisis with the Media and Reluctance from Your Boss
- Crisis Communications Plan (Panel)
- AI in Crisis Communication: Navigating Ethical Challenges When Every Second Counts

NEW

Speed Sessions

- AI Policies: Guardrails, Not Roadblocks
- It's a Formal Regulation, Not Just Guidance: New ADA Rules
- Crisis Mode: Think Fast. Speak Right. Stay Credible.
- Packing a PIO Go Bag
- The Personal Brand is the Brand

NEW

First-Timers Welcome

Attending a conference for the first time can feel overwhelming, but you're in the right place. This event is all about learning, connecting, and growing together.

Join us for a quick 30-minute welcome for first-time attendees! You'll meet members of the board and connect with others who are here for the first time too.

zzz Mental Health

David Blodgett, MD, MPH, director of the Southwest Utah Public Health Department and former chief resident at Johns Hopkins Hospital in New York, will share why sleep is essential, not optional, for government communicators navigating high-pressure, ever-changing demands.

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