



# TOCCON 24

PUBLIC RELATIONS

**OCTOBER 22-24, 2024  
PALM SPRINGS, CA**

## TOPICS

RECRUITMENT  
POLICY & LEGAL  
CASE STUDIES  
GETTING BUY-IN  
ARTIFICIAL INTELLIGENCE  
PLATFORM UPDATES & TIPS  
AND MORE!

## WORKSHOPS

ON CAMERA INTERVIEWS  
SMARTPHONE VIDEO  
PHOTOGRAPHY  
LIVESTREAMING

AT TOC CON, YOU'LL LEARN THE LATEST TIPS  
AND TRICKS FROM INDUSTRY EXPERTS TO  
STAND OUT ABOVE THE NOISE AND  
NAVIGATE THE EVER-CHANGING DYNAMICS  
OF SOCIAL MEDIA AND THE MEDIA.

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