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Temple University to Host 2026 Public Relations Student Society of America Mid-Atlantic District Conference: “Mic Drop: PR in Entertainment” March 27 & 28

PHILADELPHIA, PA - October 15, 2025 - Temple University’s chapter of the Public Relations Student Society of America (PRSSA) is hosting PRSSA’s Mid-Atlantic District Conference, Friday, March 27 and Saturday, March 28, 2026. “Mic Drop: PR in Entertainment” will provide a fresh perspective on the role of public relations in arts and live entertainment.

The conference places the spotlight on top PR industry professionals in music, theater, and other forms of live entertainment, with sessions on live event promotion, fan relations, event crisis management, and more.

“Entertainment remains a vibrant and popular field within public relations, and this event offers the opportunity for attendees to dive in,” said Sylvianna Colon, Temple PRSSA Chapter President. “If you are curious about how public relations shapes the entertainment industry, we would love to see you at Mic Drop: PR in Entertainment!”

The conference capitalizes on Philadelphia; a city celebrated for its illustrious live entertainment and arts scene. With the nation preparing to mark its 250th anniversary, the city’s vibrant celebrations make it the perfect backdrop to welcome the next generation of public relations professionals from across the region. Attendees will have the chance to network with industry leaders and participate in engaging workshops along the way.

“Our chapter is grateful for the opportunity to host the 2026 PRSSA Mid-Atlantic District Conference for the second consecutive year, marking our fourth district conference in the past six years,” said Gregg Feistman, Professor of Practice for Public Relations and chapter faculty advisor. “Temple PRSSA is prepared to highlight the evolving role of public relations in the live entertainment industry, while leading the next generation of PR professionals.”

Temple University's PRSSA chapter invites all students with an interest in public relations promotion and related communications fields to attend the conference, especially those with a passion for live entertainment. For the latest information and updates, please visit www.micdroptempleprssa.org and follow @micdropprssa on Instagram.

Temple’s nationally-recognized PRSSA chapter is the largest and longest-standing one in the Philadelphia region, and one of the oldest student chapters in the country, celebrating its 56th year. The goal of the chapter is to prepare its more than 120 members for a career in the public relations field through its commitment to leadership, networking and mentorship.

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