



## FOR IMMEDIATE RELEASE

### *Victoria Hamersky, Founder of VH Management Group, to Keynote Temple PRSSA's Mid-Atlantic District Conference “Mic Drop: PR in Entertainment” March 28*

PHILADELPHIA – February 3, 2026 – Victoria Hamersky, Founder of VH Management group, will be the keynote speaker of “Mic Drop: PR in Entertainment,” at the 2026 PRSSA Mid-Atlantic District Conference on Saturday, March 28, hosted by Temple University’s PRSSA Chapter. Hamersky is a Philadelphia-based music and live event PR professional specializing in artist management and advocacy for underrepresented voices in the music industry.

Early bird tickets (\$25) go on sale Wednesday, February 4 to Friday, February 27. Tickets can be purchased at <https://www.eventbrite.com/e/mic-drop-pr-in-entertainment-2026-prssa-mid-atlantic-district-conference-tickets-1981616113138?aff=ebdsoporgprofile>.

Hamersky brings extensive knowledge and experience of public relations in the music and entertainment industry. She is the founder of VH MGMT Group, an artist management and development company, and brings prior experience from Live Nation, Atlantic Records, and Elektra Records. Her work includes PR campaigns for artists such as Zayn Malik and Dua Lipa, with placements in outlets including Rolling Stone Magazine, Ones to Watch, and Early Rising.

“It means so much to me to get to share my experience in entertainment, and to connect with the next generation of industry professionals,” said Hamersky. “My dream is to continue to foster meaningful music and entertainment industry education, and to bring Philadelphia to the front as a thriving entertainment and artistic hub.”

Along with Hamersky, confirmed speakers include:

- Amy Sciarretto, Owner/President/Publicist, Atom Splitter PR
- Rachel Rosenberg, Publicist, Atom Splitter PR
- Kymberlee Norsworthy, Former Head of Publicity, Sony Music/RCA Inspiration
- Rachel Hales, Brand + Content, Rock Lititz
- Jean Pierre, Executive Assistant, Chocolate Ballerina Company
- Tiara Robinson-Makidi, Account Executive, Allied Global Marketing
- Ellie Detweiler, Account Executive, DKC/O&M
- Laura Snite, Event Sustainability Coordinator, Pennsylvania Horticultural Society
- Lauren Hall, Director of Communications, The Philadelphia Orchestra

(Speaker sessions are subject to change.)

“Victoria brings such a wealth of real-world experience and knowledge to Mic Drop,” said Sylvianna Colon, Temple PRSSA Chapter President. “We’re thrilled for attendees to learn

directly from someone who has shaped major PR campaigns within the live entertainment industry.”

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.microptempleprssa.org](http://www.microptempleprssa.org) and follow @micropprssa on Instagram.

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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.

Media Contacts:

Meghan Kelly | Conference Coordinator | [meghan.kelly0007@temple.edu](mailto:meghan.kelly0007@temple.edu)

Graeme Duffey | Assistant Conference Coordinator | [graeme.duffey@temple.edu](mailto:graeme.duffey@temple.edu)

Aidan Murphy | Assistant Conference Coordinator | [aidan.murphy0004@temple.edu](mailto:aidan.murphy0004@temple.edu)

Keira O’Neal | Assistant Conference Coordinator | [keira.oneal@temple.edu](mailto:keira.oneal@temple.edu)