



2025 Page Up Annual Conference

October 28–30

Westdrift Manhattan Beach | Manhattan Beach, California

Room Guide

Session/Event	Room Name
Registration	Foyer
Pre-Conference Benchmarking Workshop	Shoreacre
Welcome Reception & Dinner	Shoreacre
Main Conference Sessions	Loftlight Ballroom
Concurrent Sessions: Breakout Rooms	<i>Scroll to next page</i>
New Member Breakfast	Driftwood
Networking Breakfast	Shoreacre
Networking Lunch	Shoreacre
Networking Reception & Dinner	Intuit Dome
Session Breaks	Foyer
Surfside Conversations & Connections	Foyer



Concurrent Sessions	
Session Name	Room Name
Wednesday, October 29	
AI Personas in Action: Problem Solving, Risk Mitigation, and Employee Engagement	Beachgrass
GEO and the New Rules of Reputation: Earning Your Place in AI Search	Seawall
Building an AI Game Plan for the Comms Function	Updrift
Thursday, October 30	
Point Break or Breaking Point? Employees Surf the Transformational Tsunami	Peninsula
DEI? Shhh!!! Current State of Communicating and Positioning Diversity, Equity & Inclusion	Driftwood
Rip Currents & Cross-Winds: Public Affairs in a Fragmenting World	Beachgrass