

We are *THRILLED* to soon welcome you to the [PRSA East Central District 2026 Conference: Built on Hustle – Communicating in an Age of Change](#), Sept. 17-18 in Detroit! Before you arrive, here are some pointers to help you get the most out of our time together.

ACCOMMODATIONS 🛏

We have two hotel room blocks should you have booked with either to receive the negotiated room rate and parking:

[Atheneum Suite Hotel](#), [1000 Brush St., Detroit](#). *NOTE:* Negotiated valet rate of \$25 per night from \$40; mention PRSA ECD at check-in.

[Cambria Detroit Downtown](#), [600 W. Lafayette, Detroit](#). \$20 negotiated valet rate honored due to your reservation in the room block.

SCHEDULE AND VENUES

Here's a rundown of the schedule, locations, parking instructions and other tips for conference-related events.

Thursday, Sept. 17

NOTE: All events require a previous RSVP; no drop-ins.

Student Event: *Built on Hustle, Powered by Connections - Where Hustle Meets Opportunity*, 3 - 5 p.m.

[Hilberry Gateway \(Lobby\)](#), [4715 Cass Ave., Detroit](#).

Communications professionals, emerging leaders, new professionals and students from across the ECD come together for a dynamic speed-networking experience designed to spark conversations, build relationships and create opportunities. Whether you're launching your career, seeking mentorship, or expanding your professional network, every conversation has the potential to open a new door. Special guests: PRSA CEO Matthew Marcial, CAE, APR, and PRSA Chair Heide Harrell, MA, APR. *Sponsored by [Wayne State University College of Fine, Performing and Communication Arts](#); refreshments served.*

Parking: Complimentary parking by WSU at Structure 8, [91 West Forest Ave, Detroit](#). (Metered, hourly parking is also available via the [ParkDetroit App](#).)

Directions from parking structure to Hilberry Gateway:

- Head southeast toward Cass Avenue, turn Right on Cass.
- Cross Cass and enter through front doors of the Hilberry Gateway.

Welcome Mixer, 5:30 - 7:30 p.m.

Cielo Rooftop at Cambria Detroit Downtown, [600 W. Lafayette Blvd, Detroit.](#)

Enjoy light appetizers (including a Detroit food staple) plus drinks while mingling with fellow conference attendees at this casual pre-conference mixer, held at one of the most beautiful new bars in the city! We'll have a brief, informal program in the first hour to recognize district award winners. Special guests: PRSA CEO Matthew Marcial, CAE, APR, and PRSA Chair Heide Harrell, MA, APR. *Hosted by [PRSA Detroit](#), with [Identity](#) generously sponsoring the first hour of the bar, 5:30-6:30 p.m.! (Cash bar afterward.)*

Parking: \$20 valet. Inform valet attendant that you are with PRSA-ECD.

Friday, Sept. 18

PRSA ECD 2026 Conference: [Built on Hustle – Communicating in an Age of Change](#)

7:30 a.m. – 4:30 p.m. at [The Corner Ballpark, 1680 Michigan Ave., Detroit.](#)

Registration and breakfast: 7:3-8 a.m.; program starts promptly at 8 a.m.

Full [conference schedule and program here](#).

Our profession is constantly changing, and our role as communicators is evolving and shifting in ways big and small. And it's only going to continue as our world changes – whether due to technological advancements, political shifts or industry demands. In short, we have to be scrappy and hustle to evolve with the times and communicate in an age of change. This all-day professional conference features seven sessions designed to help you evolve as our industry continues to change. We'll hear how PRSA hustles as an association, how our industry hustles with the changes, and how we can personally manage the hustle. Includes breakfast and lunch.

Parking: Three FREE, gravel surface lots totaling 100 spaces along Cochrane and Harrison Streets are available on a first-come, first-served basis, along with street parking on Cochrane, shown in orange on this [parking map](#). There is also a large paid parking lot on Cochrane across from The Corner Ballpark (noted in green on the map). Our attendees outnumber free parking spaces, so plan accordingly - or carpool!

Entrance: Enter The Corner Ballpark at the pair of double doors on the side of the building facing Cochrane Street, near the corner of Michigan Avenue (not the doors by the ballfield on Michigan).

OTHER WAYS TO ENHANCE YOUR VISIT

 **Road Trip Tunes:** Get your Detroit on with [Detroit-themed playlist](#) prepared by our friends at Visit Detroit to make the drive go quickly.

 **Map of Venues:** Here is a [Google Map](#) with pins of our conference-related venues as well as People Mover stops to help you get around.

 **Dining Options:** Looking for Thursday dinner plans? Here are some great [restaurant recommendations](#) from Visit Detroit within walking distance of our hotel blocks, especially if you want to make a reservation in advance.

 **Detroit Attractions:** Staying a little longer? There's tons to do in the Motor City! Check out [Visit Detroit](#) for dining, shopping, attractions and event ideas.