



CELEBRATING  
55 YEARS

# nerej

## **Nickerson of Nickerson PR named keynote speaker at National Association of Women in Construction event**

August 08, 2013 - Front Section

The National Association of Women in Construction (NAWIC) named Lisa Nickerson, principal of Nickerson PR, as the keynote speaker for the NAWIC Summer Social at the Boston Seaport Hotel in the Tamo Loft, which was held on July 30th. Nancy Schon, Sculptor, was honored as the Special Guest of the event. Most notably, Schon created the beloved "Make Way for Ducklings" sculpture located in the Boston Public Gardens. NAWIC is an international association of women employed in the construction industry, and works to promote both the industry and the advancement of the women within it. NAWIC consists of over 140 different chapters and is active in almost every U.S. state.

Nickerson stood out as an ideal speaker for the NAWIC Summer Social due to her extensive experience within the construction and commercial real estate industry, and personal success as founder and principal of Nickerson PR. Prior to founding Nickerson PR, she worked as various commercial real estate companies including Campanelli, and The Codman Company.

As the keynote speaker, Nickerson drew upon her own experience as an entrepreneur to present and identify key public relations trends specific to the real estate and AEC companies. Nickerson expanded upon the topics of risk management planning, managing crisis public relations and the important aspects of social media in the industry today. Additionally, she discussed social media and how it relates to the construction industry. As Nickerson PR was a recent winner of the Boston Business Journal's Social Madness Competition, Nickerson brings knowledge for firms seeking to grow their online presence.

This year Nickerson received the "Eagle Award" from her fellow Society of Industrial and Office Realtors (SIOR) members. In addition to her board seat membership in SIOR, Nickerson holds membership positions with various industry associations such as National Association of Office and Industrial Properties (NAIOP), International Facilities Management Association (IFMA) Public Relations Society of America (PRSA), the Builders and Remodelers Association of Greater Boston (BRAGB) and Urban Land Institute (ULI). Nickerson has been involved with Housing Families Inc., since 2004 and co-chaired the Housing Families "A Family Affair" Gala last year, which hosted 600 people.

Nickerson's exemplification of hard work in the industry has brought attention and success to her firm Nickerson PR. "We are very excited to have Lisa as the keynote speaker for this year's Summer Social," said Susan McCabe-Messier, President of NAWIC Boston. "Her 20 years of experience coupled with her dynamic and energetic personality will ensure an engaging event."

Nickerson PR is a full service communications firm offering an integrated blend of marketing and public relations to deliver messaging that is precise and effective. At Nickerson PR, it's not public relations, it's people relations. Nickerson PR understands that people expect more personal

relationships today as the world moves at a furious pace to connect people and businesses with the touch of a button. Nickerson is leading the charge to develop integrated programs that touch all the people who influence the success of your business.

New England Real Estate Journal - 17 Accord Park Drive #207, Norwell MA 02061 - (781) 878-4540