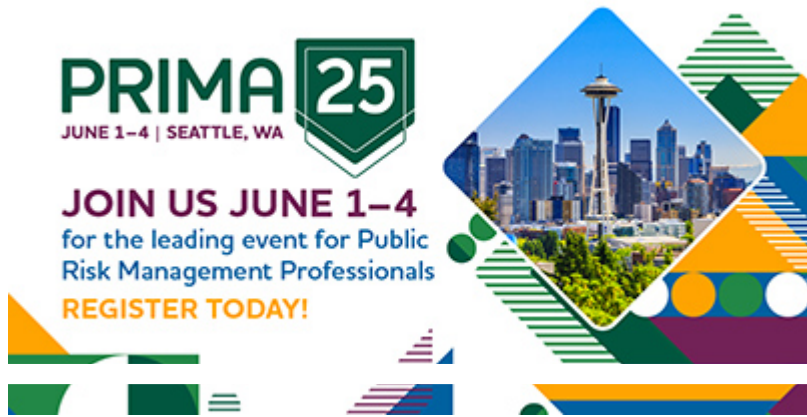




PRIMA Annual Conference

Register now for PRIMA25



Registration is now open for PRIMA25! This once-a-year opportunity is your chance to connect with industry leaders, sharpen your professional skills, and learn about the latest trends.

Over four days, you'll have access to:

55+ education sessions

7+ networking events

75+ vendors

New for 2025! PRIMA will be offering onsite Enterprise Risk Management training, May 31 – June 1. [Learn more here.](#) **Register before April 7 to take advantage of the Early Bird registration rates.** [Register here.](#)

REGISTRATION CATEGORIES	EARLY BIRD REGISTRATION RATES (BEFORE APRIL 7)	REGULAR RATES (AFTER APRIL 7)	ONSITE
PRIMA GOVERNMENT RATE	\$725	\$825	\$850
GOVERNMENT NON-MEMBER	\$925	\$1,025	\$1,050
PRIMA CORPORATE AFFILIATE MEMBER	\$825	\$925	\$950
CORPORATE NON-MEMBER	\$1,025	\$1,050	\$1,075

Conference brochure now available

Get a sneak peek at what's ahead! Check out the [PRIMA Conference Brochure](#) to see our exceptional speaker lineup, thought-provoking sessions, and exciting opportunities to expand your professional network.

Hotel and travel information

PRIMA has secured a negotiated rate at the Sheraton Grand Seattle and The Westin Seattle, Sunday, June 1 - Wednesday, June 4. In an effort to support our host city of Seattle and keep registration fees lower, PRIMA asks that you stay at the contracted hotel.

[Reserve your room here.](#)



Sheraton Grand Seattle (PRIMA Headquarters)

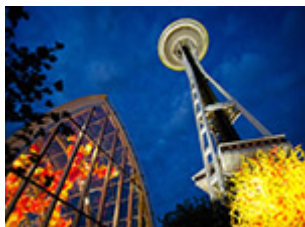
1400 6th Avenue | Seattle, WA 98101 (315 ft
| 1 min. walk)
Room Rate: \$239 + taxes



The Westin Seattle

1900 5th Avenue | Seattle, WA 98101 (.3
miles | 7 min. walk)
Room Rate: \$239 + taxes

Welcome to Seattle



Seattle is a thriving city surrounded by unmatched natural beauty. While you're here, explore renowned restaurants, breathtaking views, iconic attractions, and vibrant arts and cultural institutions. More travel information can be found on PRIMA's [Visit Seattle site.](#)

Upcoming PRIMA educational opportunities

You don't need to be a PRIMA member to participate in PRIMA's events. However, you'll save on the cost of registration if your entity or organization is a PRIMA member.

Elevate your professional skills in 2025



Join PRIMA on March 4 and 5, 2025, in Alexandria, VA , for PRIMA's Leadership Academy. For more information and to register, please go to the [PLA Website](#). Please also check out the [2025 PLA Brochure](#) and the [2025 PLA Agenda](#). **The last day to register is March 1.**

Sign up for March ERM training



PRIMA Enterprise Risk Management (ERM) training will equip you with the practical knowledge and skills to effectively measure performance, reduce cost, mitigate exposures, and exceed organizational goals in order to establish long-term enterprise-wide resiliency in your public entities. [Register here.](#)

PRIMA awards

2025 PRIMA Award applications due Feb. 28



Each year during PRIMA's Annual Conference, PRIMA celebrates individuals and public entities that have made exceptional contributions to the public risk management profession. This is a time to honor your hard work on behalf of your organization and the communities you serve!

The 2025 awards will be presented during the PRIMA Awards Program and Luncheon on Monday, June 2, 2025 in Seattle, WA.

PRIMA members who have developed innovative programs or products or demonstrated an outstanding commitment to public sector risk management are invited to apply for the following awards:

- Public Risk Manager of the Year Award
- Outstanding Achievement for Public Risk Management Program
- Outstanding Achievement for a Public Risk Management Product
- Outstanding Achievement for an Intergovernmental Risk Pool Program or Product
- Outstanding Achievement for Enterprise Risk Management
- Chapter Recognition Award
- Chapter Service Award

[Click here for more information and to apply.](#)

The application deadline is February 28, 2025

PRIMA education/resources

Please check out [PRIMA's website](#) to learn more about additional educational opportunities and resources available.

PRIMA membership

The Public Risk Management Association (PRIMA) is the one-stop resource for education and training, risk resources, and networking opportunities for public sector risk managers.

For more information about PRIMA membership, please contact Paul Gerard, Manager of Membership, at (703) 253-1266 or membership@primacentral.org.

Please also check out PRIMA's [membership brochure](#).

If you aren't already doing so, please follow PRIMA on our social media channels through the links below!

