

Whip Your Communications Skills and Strategy into Shape at:



PR Boot Camp™

Sponsored by Central Ohio PRSA

Led by Lt. Col. (Ret) Joseph V. Trahan III, Ph.D., APR, Fellow, PRSA.

- Former Master Instructor, Defense Information School
- Media training consultant to the Pentagon and Department of Homeland Security
- Chair of the PRSA Military & National Security special interest section

Thursday, August 19, 2004
Franklin University

Why You Should Attend

- In today's risk-filled, ever-changing world, a strong reputation can be one of your organization's greatest assets.
- Understanding the needs and wants of your stakeholders and developing effective communication strategies can help your company survive and even thrive through uncertain times.
- Gain a thorough grounding in the latest public relations, media relations, and crisis communications theory and practice.
- Taught by an industry leader who has trained some of the country's top civilian and military leaders, this seminar will help prepare you to lead your organization through today's troubling times.

Who Should Attend

- Entry-level communications professionals
- Mid-level practitioners desiring to brush up on the latest theory and practice of public, crisis, and media relations
- Professionals preparing for APR certification
- Government public affairs and public information staff
- Marketing managers
- Legal professionals
- Association and non-profit agency leaders
- Corporate security directors
- Anyone who might be interviewed by a reporter or get caught in the media spotlight

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Thursday, August 19, 2004
Franklin University Alumni Hall/
Ross Auditorium
301 E. Rich Street
Columbus, Ohio

Agenda:

Morning Session:

- 7:30 a.m. Registration and Continental Breakfast
8:00 a.m. Basic Training: Publics, Attitudes, Reputation, Messages, and Management
9:15 a.m. Campaign Planning and Strategy
10:30 a.m. Field Tactics and Evaluation

11:30 a.m. Break and registration for lunch/afternoon sessions

12:00 p.m. Luncheon Buffet
12:15 p.m. Luncheon Presentation: The Gumbo Soup of Communications Leadership

Afternoon Session:

- 1:30 p.m. Crisis Communications in a Changing World
3:30 p.m. Media Relations for the 21st Century
5:00 p.m. Dismiss

Fees

Full seminar, including Continental breakfast and luncheon buffet **\$125/members, \$175/non-members, \$50/students**

Either half-day seminar, including breakfast and/or lunch **\$75/members, \$100/non-members, \$25/students**

Luncheon-only registration **\$25/members, \$30/non-members, \$15/students**

Registrations are due by Friday, August 13, 2004. Professional registrations received after that date will be assessed a walk-in surcharge of \$50 for the full-day seminar, \$25 for the half-day seminar, and \$10 for lunch. No-shows will be billed.

To Register

Visit www.centralohioprsa.org for more information and to download a mail-in registration form. Leave your voicemail registration at 614-470-2762, or e-mail your registration to administrator@centralohioprsa.org.

Questions? Contact Cheryl Claypoole, Co-Chair, Programs Committee, at cclaypoole@columbus.rr.com, or call 614-361-5023.

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