

BULLDOG REPORTER'S MEDIA RELATIONS

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\$100!
Register before Friday, March 7!

Two-and-One-Half Days
April 6-8 • San Francisco
Westin St. Francis Hotel

SUMMIT 2008

THE POWER OF STORY: New Media,
New Technologies, A New Narrative for PR

World's largest summit meeting on new corporate communications techniques and technologies:

- Design your learning around 52 advanced sessions (see conference overview, pages 6-7)
- Hear keynoters **Charlie Rose** on "The Art of the Story: Finding the Heart of Drama," plus **Robert Scoble** on "The Future of Social and Consumer-Generated Media," plus Walt Disney's **Duncan Wardle** on "The Future of PR: How New Technologies Will Transform the Way We Communicate," plus IBM's **Mike Moran** on "Do It Wrong Quickly: What Corporations Need from PR in Today's Transforming Marketplace" (see page 3)
- Choose from three optional full-day and one half-day add-on workshops (see page 11)
- Meet and question more than 30 top journalists from *The New York Times*, *BusinessWeek*, National Public Radio, Associated Press, *Wall Street Journal*, CNET, *Forbes*, Bloomberg News, Salon.com, *USA Today*, Reuters, TheStreet.com, *PC Magazine*, CBS-TV, *Wired* and more
- Learn from more than 70 high-level media relations experts (see pages 4-10) plus hundreds of top PR, communications and media professionals in attendance



CLICK HERE TO REGISTER

— or for more information — go to
www.bulldogreporter.com

or call toll-free:

800-959-1059

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What's New This Year:

- Harnessing the awesome power of search for PR
- New ways to tell stories using today's technologies
- Blogger relations: Top bloggers share inside advice
- New techniques for measuring the ROI of online PR
- How to craft a cost-effective social media strategy
- Placing your corporate video on social media sites
- How to increase traffic to your corporate website
- Create compelling pitches with ingenious storytelling techniques
- Reversing crisis: Turning bad news into good
- Secrets of creating riveting email releases and pitches
- Establish your CEO as an industry thought leader
- Rebirth of the press release: Revitalizing techniques
- How to make news when there is no news
- Using new technology to communicate directly with consumers
- Teach your execs to love and master the press interview
- And dozens more—see complete schedule on pages 4-10

Why this year, more than ever, you'll want to attend the largest media relations and new PR technology summit in the business

EXECUTIVE MEMORANDUM

TO: PR and Corporate Communications Professionals

FROM: Jim Sinkinson, Publisher, Bulldog Reporter

RE: How Media Relations Summit 2008 helps communicators seize marketing leadership opportunities created by today's new media and new technologies

The disruption created by social media, blogs and wikis, combined with search marketing, online video, and interactive techniques opens exciting opportunities for PR and communications professionals. They specifically make possible the assumption by communicators of greater leadership in the marketing mix and a greater share of the marketing budget.

These changes are so momentous that we've never seen anything like it before and we likely never will. This year's Media Relations Summit is all about seizing these once-in-a-career opportunities.

No wonder I urge you to join us in San Francisco this April. Media Relations Summit 2008 will focus on mastering these new powers and the often-unpredictable world of Web 2.0. It will also help you leverage PR's traditional storytelling prowess to achieve greater visibility, impact, budget, ROI . . . and respect.

But yes, this event is also about coping with rapid, unpredictable—even scary—change.

Good news: I guarantee Media Relations Summit 2008 will give you the tools, insights and inspiration to take it all on—and succeed. This conference is about increasing your media and online placements, selling your effectiveness to management, creating more dramatic messages, and helping move you forward professionally.

San Francisco will revitalize your creativity, your career and your energy

At this event, you'll meet some of the most influential journalists and confer with some of the top practitioners in the business. After hours, you'll dine in San Francisco's world-class restaurants, partake of the city's surfeit of shopping opportunities, plus visit theaters, museums and other tourist sites just steps from our conference hotel.

In short, Media Relations Summit 2008 puts you in the heart of San Francisco's Union Square—the centerpiece of this tourist mecca—at a beautiful time of year.

My colleagues at *Bulldog Reporter* and I look forward to meeting you in San Francisco for two and a half days of *working hard* . . . and *playing hard*.

Best



Jim Sinkinson, Publisher

Savings deadline:
Friday, March 7—go to
www.bulldogreporter.com— or call
toll-free: 800-959-1059

Three more reasons to attend:

1. Save on lodging in San Francisco (see page 12)
2. Save on registration: Register by Friday, March 7—and/or bring three colleagues (see page 12)
3. Four exciting optional add-on workshops increase your learning and efficiency (see page 11)

A rare chance to meet and learn with some of the nation's top communicators, journalists and marketing technologists

This year's keynote addresses will stimulate, provoke and provide new visions for communicating



Charlie Rose interviewed by Howard Rubenstein

"The Art of the Story: Finding the Heart of Drama"

What are the elements of a memorable and moving story—one that captures the attention of editors, influencers and the general public? How do you find these magical elements, how do you order them, how do you express them? If storytelling is a key talent of corporate communicators, how can we rise above commerciality to create drama, relevance, urgency and human connection? Get the perspectives of one of the great journalists of our time and discover how to translate his unerring sensibility to your work. Mr. Rose will be interviewed by Howard Rubenstein, CEO of Rubenstein Associates, a PR master who has his own refined sense of what makes a great story.

Charlie Rose is the most incisive and accomplished interviewer in American broadcast journalism. His career has spanned responsibilities as managing editor for the series *Bill Moyers' International Report*, executive producer of *Bill Moyers' Journal*, and later Moyer's series *U.S.A: People and Politics*, where his "A Conversation with Jimmy Carter" won a Peabody Award in 1976. From 1984-1990, Mr. Rose worked as anchor of CBS News *Nightwatch*, where his interview with Charles Manson won an Emmy Award. His most enduring achievement, the *Charlie Rose* show, premiered in 1991. There Mr. Rose has interviewed hundreds of the most celebrated and provocative politicians, actors, scientists, musicians, academics and business people.



Robert Scoble

"The Future of Social and Consumer-Generated Media"

No PR professional can ignore the impact of blogs, social networks and wikis: Today's new media technologies make it easier than ever for independent citizens to break news, critique new products, editorialize on corporate developments and generally disrupt well-laid communications plans. What can we expect next from consumer-generated media—will the novelty wear off, will social media become pervasive in business life, will corporate communicators make peace with this phenomenon or will we be cast out by the social media "police"?

Perhaps the best-known blogger ever, Robert Scoble is a technical evangelist, writer, and the author of the blog Scobleizer, which he started at Microsoft. He is now VP, Media Development at video-podcast company PodTech.net, where he produces the ScobleShow, interviews and stories about "geeks, technologists and developers." He is co-author of "Naked Conversations: How Blogs Are Changing the Way Businesses Talk with Customers."



Duncan Wardle

"The Future of PR: How New Technologies Will Transform the Way We Communicate—as Consumers and as PR Professionals"

Social media and viral techniques are not just revolutionizing marketing, they are also transforming our social dynamic. To survive these changes, we must learn to tell authentic stories in an increasingly skeptical world, and we must learn to communicate in a world where consumers will choose which brands they engage with, as well as when, where and how they choose to engage. Learn how one of PR's leading practitioners is preparing his organization with a new mission for the future—new roles, new strategies and exciting new skill sets.

Duncan Wardle is VP, Global PR for Disney Parks. His role encompasses strategic development and creative ideation of PR campaigns designed to raise awareness, generate buzz and increase visits to Disney Parks worldwide. Most recently, his team launched the company's first word-of-mouth and online social-network Campaign, enlisting thousands of evangelists—leveraging their passion to convert new audiences.



Mike Moran

"Do It Wrong Quickly: What Corporations Need from PR in Today's Transforming Marketplace"

What do corporations expect and need from PR practitioners in the face of today's sweeping technological changes—what role do they expect us to play in an increasingly integrated marketing mix? Which new tools do our clients want us to take charge of, what kinds of ideas are they looking for from us, how can we distinguish ourselves while making a valued contribution to the corporation's reputation, sales and bottom line? Learn how communications practitioners can increase their value and rewards over the tumultuous times ahead.

Mike is an IBM Distinguished Engineer for IBM's OmniFind Search and Text Analytics. Before that, he spent eight years working on IBM's customer-facing Web site, www.ibm.com. Mike is an expert in search marketing, Web personalization, and Web metrics. He is the author of "Do It Wrong Quickly: How the Web Changes the Old Marketing Rules" and is co-author of the best-selling *Search Engine Marketing, Inc.*

Media Relations Summit 2008

lets you meet, confer and compare notes with some of the brightest professionals in the business:

Jesse McKinley, Bureau Chief, *The New York Times*

Craig Newmark, customer service rep & founder, *craigslist*

Adam Tanner, Bureau Chief, *Reuters*

Alan Elias, SVP Corporate Communications, *Washington Mutual*

Robert Hof, Bureau Chief, *Business Week*

Bruce Ertmann, Corporate Manager, Consumer-Generated Media, *Toyota*

Fred Vogelstein, Senior Editor, *Wired*

Tripp Frohlichstein, President, *Media Masters*

Richard Gonzalez, Correspondent, *National Public Radio*

Joe Carberry, SVP, Global Public Affairs, *Visa, Inc*

Michael Goodman, Bureau Chief, *TheStreet.com*

Sally Falkow, President, *Expansion Plus*

Om Malik, Chief Blogger, *GigaOm.com*

Dale Conour, Executive Editor, *Sunset*

Karen Kahn, VP, Worldwide PR, *Sun Microsystems*

Lance Ulanoff, Editor-in-Chief, *PC Magazine*

Stacie Bright, Sr. Communications Marketing Manager, *Unilever*

Joan Walsh, Editor-in-Chief, *Salon.com*

Tac Anderson, Web 2.0 Strategic Lead, *Hewlett Packard*

Brian Carovillano, News Editor, *Associated Press*

Michael Smart, News Director, *Brigham Young University*

Nancy Blair, Senior Editor, *USA Today*

Alison Wertheim, VP Corporate Public Relations, *Charles Schwab*

Jeff Taylor, Bureau Chief, *Bloomberg News*

Lee Aase, Manager, National Media Relations & New Media, *Mayo Clinic*

Don Clark, Deputy Bureau Chief, *Wall Street Journal*

Dave Samson, General Manager, Public Affairs, *Chevron*

Natasha Nicolson, Editor-in-Chief, *Communication World*

Corrine Kovalsky, Director, Public Relations, *Raytheon*

Akilah Monifa, Producer, *CBS-TV*

Paula Berg, Manager, Public Relations, *Southwest Airlines*

Quentin Hardy, Bureau Chief, *Forbes*

SUNDAY, APRIL 6

INTENSIVE FULL-DAY WORKSHOPS 9:00AM – 5:00PM

Social Media Strategies for PR: Intensive Hands-On Bootcamp

(See description, page 11;
additional charge for this
workshop)

Sally Falkow, APR
President, Expansion Plus
Doug Hay
CEO, Expansion Plus



The Ultimate Corporate Spokesperson: Advanced Media Training

(See description, page 11;
additional charge for this workshop)

TJ Walker
*President, Media Training
Worldwide*



INTENSIVE HALF-DAY WORKSHOP 1:00PM – 5:00PM

Message Mapping: Cornerstone of Powerful Corporate Communications

(See description, page 11;
additional charge for this workshop)

Tripp Frohlichstein
President, MediaMasters Training



WELCOME NETWORKING RECEPTION 4:30PM – 6:30PM

Link up! Join us to make fun, profitable
connections with dozens of the most dynamic
communications professionals in the business.

Sponsored by



NEWSBREAK LOUNGE 4:30PM Sunday through 12PM Tuesday in the exhibit area Sponsored by



MONDAY, APRIL 7

CONTINENTAL BREAKFAST 8:00AM Sponsored by



SESSION 1 PR TECHNOLOGY UPDATE 8:15AM – 8:40AM

Show Your Best Stuff to the World

The new world of media, both online and traditional, is multimedia—video, photos, audio, text. But how do you distribute these varied forms of your message to the right people—to social media, to online editors at newspapers and magazines, to bloggers, to radio and TV producers? When you show your best stuff in a dramatic way, people notice. But how do you gain the attention your products and services deserve? You start with compelling video. Then, you get that message out—using an integrated and optimized approach—so you can directly reach and influence your target audiences, online and off. Discover bold new ways to create and distribute your very best stuff.

Todd Grossman, Vice President, Sales, MultiVu

WELCOME 8:45AM – 9:00AM

"Why PR Needs a New Narrative"
Jim Sinkinson, Publisher, Bulldog Reporter

SESSION 2 KEYNOTE ADDRESS 9:00AM – 10:00AM

**"The Art of the Story: Finding
the Heart of Drama"**
by **Charlie Rose** interviewed by
Howard Rubenstein
(See description, page 3)



SESSION 3 KEYNOTE ADDRESS 10:00AM – 11:00AM

**"The Future of PR: How
New Technologies Will
Transform the Way We
Communicate"**
by **Duncan Wardle**
(See description, page 3)



SESSION 4 PR TECHNOLOGY UPDATE 11:00AM – 11:25AM

SESSIONS IN DETAIL:

Public Relations' Powerful New Role in Driving Sales

We all feel it: Public relations is changing dramatically. Once a silo dedicated solely to media relations, today PR must play a leading role in integrated sales and marketing strategies. Indeed, when used correctly, PR has the potential to drive measurable sales. In this session, you'll learn best practices for integrating PR with traditional marketing, maximizing press release distribution through SEO and analyzing your effectiveness in boosting website traffic and driving company sales.

Bill Wagner, Chief Marketing Officer, Vocus

SESSION 5 11:30AM – 12:15PM

Influencing the New Influencers: Blogs, Podcasts and Online Video

Online communities are revolutionizing public relations by creating new centers of influence. Learn how to tap into these teeming sources of energy and potential goodwill to make friends and advocates . . . and influence buyers.

**Paul Gillin, Principal, Paul Gillin
Communications; Author, "The New
Influencers: A Marketer's Guide to Social
Media"**

Teaching Your Execs to Love and Master the Press Interview

When it comes to training skittish C-suite execs to meet the press, you are usually the first line of defense. In less than one hour in this session you'll gain a fool-proof methodology and curriculum for making your spokespeople more comfortable, more confident and more powerful voices for your message.

Jon Greer, President, Media Bridge

What Every CEO Wants to Know: What is the Value of Your Reputation?

Every chief executive wants a good reputation, but how much are they willing to spend to get it? How can you demonstrate the dollars-and-cents value of a great image or brand, and how can you show the ROI of reputation enhancement and management campaigns?

**Mark Weiner, SVP, Global Director of Research,
Ketchum PR**

Measuring the ROI of Online Media: Blogs, Social Media and Buzz

Blogging, viral marketing, pick up on social networks (like YouTube and Flickr), word of mouth—they're all hot . . . but do they move the needle? Learn the latest methods for measuring the effectiveness of your new media campaigns and how to use them cost-effectively.

**Katie Paine, President & CEO, KDPaine &
Partners**

Placing Stories with Top Technology Reporters

Hear and question some of the most influential writers and editors covering technology today—find out how they think and work, what they're looking for and which PR pros they admire the most. These journalists will also predict the top tech stories of the coming year.

Edward Albro, *Executive Features Editor, PC World*

Lance Ulanoff, *Editor-in-Chief, PC Magazine*

Natasha Nicolson, *Editor-in-Chief, Communications World*

Galen Gruman, *Executive Editor, InfoWorld*

keting environment have on our industry and our job descriptions? What will have to change, what will stay the same? What will PR's new role be in tomorrow's evolving marketing mix?

Frank X. Shaw, *President, Global Microsoft Account, Waggener Edstrom Worldwide*

Dr. Georg Kolb, *EVP, Practices & Methodology, Text 100*

Telling Your Branding Story through Public Relations

Ideally your brand message should be embodied in everything PR does. Find out how PR masters integrate branding into press releases, special events, features placements, the corporate website and product launches—into the very fabric of your corporate communications.

Bill Kircos, *Group Manager, Product & Technology Public Relations, Intel*

Alan Elias, *Senior Vice President, Corporate Communications, Washington Mutual*

Evergreen Magic: How to Make News When There's No News

If you have a great story to tell—but precious few news hooks that the press seems to crave, don't despair. Listen as these resourceful pros share their creative secrets for generating coverage week in and week out.

Sandra Fathi, *President, Affect Strategies*

Joanne Ritter, *Director, Marketing & Communications, Guide Dogs for the Blind*

Radio Unbound: Supercharging Your Campaigns on AM, FM and XM

Radio remains an unsung hero of PR—for those who understand how to harness its power to reach tens of millions of consumers—still far more people than the Internet. But radio broadcasters require a special approach. Learn from veteran producers how to break the sound barrier.

Kevin Straley, *VP, Programming, XM Radio*

Jared Serbu, *Morning News Producer, KGO-AM*

Richard Strauss, *President, Strauss Radio Strategies*

How to Get Featured in Leading Lifestyle Magazines

If you promote consumer products, services or destinations, you'll want to meet and question these journalists. They'll tell you what's hot in their world, how to place feature stories, which products get covered, which pitches work best, and how and when to approach.

Dale Conour, *Executive Editor, Sunset*

Amy Graff, *Senior Editor, VIA*

Amber Bravo, *Senior Editor, Dwell*

Bruce Kelley, *Editor-in-Chief, San Francisco Magazine*

AFTERNOON ENERGY BREAK

3:00PM

Sponsored by 

SESSION 8

3:15PM – 4:15PM

How to Craft a Powerful, Cost-Effective Social Media Strategy

Social networks are dramatically extending our ability to reach millions of consumers and prospects—independently of traditional journalists. But what does a social media strategy look like, what does it cost, and how does it integrate with traditional PR campaigns?

Sally Falkow, *President, Expansion Plus*

Brian Solis, *President, FutureWorks PR*

What Journalists Now Demand from Your Corporate Website

New studies and empirical research reveal a new set of high expectations on the part of journalists—and the general public—when they visit your website. Find out what journalists are looking for and how to increase the usability of your site so every visitor can find what he or she wants.

Ibrey Woodall, *Director, Sales & Marketing, TEKgroup International*

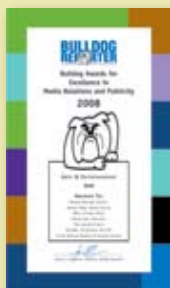
Chris Bechtel, *COO, VP, Products and Services, iPressroom*

Sessions in Detail continued on page 8

SESSION 6 12:15PM – 1:45PM

BULLDOG AWARDS LUNCHEON Anatomy of an Award-Winning Campaign

PLUS: VMS Annual Award for Best Use of Media Intelligence in a PR Campaign:
Leading the Charge toward Integrated Communications



Welcome to a new world of proliferating and splintering media outlets, consumer-generated and social publishing, and increasingly sophisticated measurement and monitoring techniques. To be leaders in integrated communications today, our efforts have to be guided by refined media and journalist targeting, transparent messaging, and precise measurement of our efforts against tangible business results. Discover how this year's winner of the VMS Award for Best Use of Media Intelligence exemplifies this new spirit, leverages today's most innovative technologies, and applies these advanced skills.

Peter Wengryn, *President & CEO, VMS*

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SESSION 7 2:00PM – 3:00PM

How PR Can Navigate Today's New Marketing Milieu

Combine dramatic transformations in the media industry with the explosive emergence of social media: What effect will this new mar-



SUNDAY, APRIL 6TH						
A few of last year's high-level participants: American Heart Association Rockwell Automation Marriott International Kodak Novartis Red Bull Ogilvy PR Shriners Hospital Penn State University Metlife Insurance JC Penney Pew Charitable Trusts Visa International Pizza Hut Verizon Wireless Textron Robin Hood Foundation Four Seasons Hotels & Resorts Deloitte Touche Tohmatsu JP Morgan Chase Cleveland Clinic Porsche Cars North America Seattle Repertory Theater Motorcycle Industry Council King Arthur Flour Humana Remax International Financial Times Capital One Harris Corporation U.S. Department of Energy American Institute of CPAs Career Builder Hong Kong Tourist Association Fujitsu Network Communications Environmental Protection Agency City of Austin Colgate University		INTENSIVE WORKSHOPS:				
	9:00-1:00	WORKSHOP #1: "Message Mapping: Cornerstone of Powerful Corporate Communications" by Tripp Frohlichstein, <i>President</i>				
	9:00-5:00	WORKSHOP #2: "Social Media Strategies for PR: Intensive Hands-On Bootcamp" by Sally Falkow, <i>APR, President</i> and WORKSHOP #3: "Ultimate Corporate Spokesperson: Advanced Media Training" by TJ Walker, <i>President, Media Training</i>				
	4:30-6:30	WELCOME NETWORKING RECEPTION Sponsored by PR Newswire				
		MONDAY, APRIL 7TH				
	7:30AM	REGISTRATION * CONTINENTAL BREAKFAST * EXHIBIT SHOWCASE * NEWSBREAK LOUNGE SPONSORED BY CRITICAL MENTION				
	SESSION 1 8:15-8:40	PR TECHNOLOGY UPDATE #1: "Show Your Best Stuff to the World," presented by Todd Grossman, <i>VP Sales, MultiVu</i>				
	WELCOME 8:45-9:00	WELCOME: "Why PR Needs a New Narrative," Jim Sinkinson, <i>Publisher</i> , Bulldog Reporter and Day One Master of Ceremonies, Paolina Milana, <i>VP, Marketing, Marketwire</i>				
	SESSION 2 9:00-10:00	KEYNOTE ADDRESS #1: "The Art of the Story: Finding the Heart of Drama," presented by Charlie Rose				
	SESSION 3 10:00-11:00	KEYNOTE ADDRESS #2: "The Future of PR: How New Technologies Will Transform the Way We Communicate," presented by Duncan Wardle, <i>VP, Global PR, Disney Parks</i>				
	SESSION 4 11:00-11:25	PR TECHNOLOGY UPDATE #2: "Driving Sales Using Public Relations," presented by Bill Wagner, <i>Chief Marketing Officer, Vocus</i>				
		New Media and Technologies Track sponsored by: dna13	Telling the Story	Special Problems	Tactics that Work Track sponsored by: BurrellesLuce	Meet the Editors Track sponsored by: PR Newswire
	SESSION 5 11:30-12:15	Influencing the New Influencers: Blogs, Podcasts, Online Video Paul Gillin Paul Gillin Communications	Teaching Your Execs to Love and Master the Press Interview Jon Greer Media Bridge	What Every CEO Wants to Know: What is the Value of Your Reputation? Mark Weiner Ketchum PR	Measuring the ROI of Online Media: Blogs, Social Media and Buzz Katie Paine KD Paine & Partners	Placing Stories in Top Technology Magazines Ed Albro, <i>PC World</i> Lance Ulanoff <i>PC Magazine</i> Natasha Nicholson <i>Communication World</i> Galen Gruman, <i>InfoWorld</i>
	SESSION 6 12:15-1:45	BULLDOG AWARDS LUNCHEON & SPECIAL PRESENTATION SPONSORED BY VMS				
	SESSION 7 2:00-3:00	How PR Can Navigate Today's New Marketing Milieu Frank X. Shaw Waggener Edstrom Worldwide Dr. Georg Kolb, Text 100	Telling your Branding Story through PR Alan Elias Washington Mutual Bill Kircos Intel	Evergreen Magic—How to Make News When There's No News Sandra Fathi Affect Strategies Joanne Ritter Guide Dogs for the Blind	Radio Unbound: Supercharging Your Campaigns on AM, FM and XM Kevin Straley, XM Radio Jard Serbu, <i>KGO-AM</i> Richard Strauss Strauss Radio Strategies	How to Get Featured in Leading Lifestyle Media Amy Graff, <i>VIA</i> Amber Bravo, <i>Dwell</i> Dale Conour, <i>Sunset</i> Bruce Kelley <i>San Francisco Magazine</i>
	SESSION 8 3:15-4:15	How to Craft a Powerful, Cost-Effective Social Media Strategy Sally Falkow Expansion Plus Brian Solis Future Works PR	What Journalists Want from Your Corporate Website Ibrey Woodall TEKgroup International Chris Bechtel iPressroom	Working with Law Firms During Crisis to Win the War of Words Joe Carberry Visa Lori Teranishi Van Prooyen Greenfield Sam Singer Singer Associates	Following the Conversation: How to Monitor Reputation in an Online World Pete Blackshaw Nielsen Online Rob Stokes Quirk Marketing	Leveraging Wires, Syndicates and News Services to Achieve Nationwide Coverage Jeff Taylor Bloomberg News Lidia Wasowicz Pringle, UPI Adam Tanner, Reuters Brian Carovillano, AP
	SESSION 9 4:30-5:30	Blogger Relations: Inside the Hearts and Minds of Top Online Pundits Tom Foremski Silicon Valley Watcher Om Malik, GigaOm.com Craig Newmark craigslist.org Jon Greer BNET/Media Bridge	Turn Your Pitch into Story And Watch Placements Soar Brad White Financial Planning Association Corinne Kovalsky Raytheon Anne Marie Squeo Raytheon	Master Class: Guerrilla PR in a New Media World Jill Lublin Promising Promotion	PR's Role in Word of Mouth Marketing John Bell 360 Degree Digital Influence/Ogilvy PR Jim Nail, TNS Media Intelligence/Cymfony Rick Murray me2revolution/Edelman	Inside the Newsroom: Pitching Daily Newspapers Jesse McKinley <i>New York Times</i> Nancy Blair, <i>USA Today</i> Don Clark <i>Wall Street Journal</i> David Satterfield <i>San Jose Mercury News</i>
	5:30-7:00	COCKTAIL RECEPTION SPONSORED BY BULLDOG REPORTER'S DAILY 'DOG				

YOU MASTER PR'S NEW CHALLENGES

BULLDOG REPORTER'S MEDIA RELATIONS SUMMIT 2008

CO-SPONSORS

ent, MediaMasters Training

Doug Hay, CEO, Expansion Plus.
Worldwide

TUESDAY, APRIL 8TH

7:30-8:45	ROUNDTABLE WORKSHOPS Sponsored by TEKgroup International, PLUS CONTINENTAL BREAKFAST AND EXHIBIT SHOWCASE, PLUS NEWSBREAK LOUNGE Sponsored by Critical Mention				
SESSION 10 9:00-10:00	KEYNOTE ADDRESS #3: "The Future of Social and Consumer-Generated Media," presented by Robert Scoble				
SESSION 11 10:05-10:30	PR TECHNOLOGY UPDATE #3: "Nouveau Niche: Gatecrashers at the Media Party," presented by Larry Thomas, COO, Medialink				
	New Media and Technologies Track sponsored by: dna13	Telling the Story	Special Problems	Tactics that Work Track sponsored by: BurrellesLuce	Meet the Editors Track sponsored by: PR Newswire
SESSION 12 10:45-11:45	How to Make Your Corporate Blog Pay Off Tac Anderson Hewlett-Packard Jennifer Cisney Kodak Robert Scoble Scobelizer	Getting Personal: Telling Your Story in Social Media: Facebook, LinkedIn and More Lee Aase, Mayo Clinic Chuck Hester, iContact Valerie Jennings Jennings Public Relations and Advertising	Best Practices of Highly Effective Corporate Spokespeople Dave Samson Chevron Corporation Hani Durzy Ebay	How PR Can Ignite Dynamite Product Launches Michelle Swan Symantec Tammy Schacter Electronic Arts	Meeting the Special Needs of Online Publications Michael Goodman TheStreet.com Jeanne Carstensen Salon.com Rafe Needleman, CNET Stacey Delo, Marketwatch
SESSION 13 12:00-1:45	LUNCHEON KEYNOTE: "Do It Wrong Quickly: What Corporations Need from PR in Today's Transforming Marketplace," presented by Mike Moran, <i>Distinguished Engineer and Product Manager, IBM</i>				
SESSION 14 11:00-11:25	Using New Technology to Communicate Directly with Customers Mike Moran IBM Paula Berg Southwest Airlines	Using Online Audio and Video to Present Your Organization's Story Albert Maruggi Provident Partners Stacie Bright Unilever Greg Radner Thompson Financial	How to Establish Your CEO, Spokesperson or Company as an Industry Thought Leader Karen Kahn Sun Microsystems Alison Wertheim Charles Schwab	Ten Seconds to Succeed or Die: Phone Pitches that Rivet Editors' Attention Michael Smart Brigham Young University	Riding the Airwaves: Pitching Top Broadcast Outlets Akilah Monifa, CBS-TV Richard Gonzalez National Public Radio Sandra Thomas, Univision Terry Conway, KGO-AM
SESSION 15 3:15-4:15	How PR Can Get a Fair Share of the Marketing Budget in a Web 2.0 World Bruce Ertmann Toyota Motor Sales USA Jodi Baumann Network Appliance	The Changing Face of News—and PR Opportunities—in an Online Age Mark Manoff Waggener Edstrom Worldwide Dave Remund Innova Ideas & Services Doug Bailey DB MediaStrategies	Responding to Crisis: Turning Bad News into Good Christopher Horner Monsanto Michael Fineman Fineman PR	Writing the Irresistible Pitch Letter Larry Meltzer BlueCurrent Public Relations Ken O'Quinn Writing with Clarity	Journalists Speak Out: How to Develop Long-Term Relationships with the Press Joel Dreyfuss Red Herring Ina Fried, CNET Steve Symanovich San Francisco Business Times
SESSION 16 4:30-5:30	Secrets of Increasing Traffic to Your Corporate Website Brian Kaminski iProspect Lee Odden TopRank Online Marketing David Hulme Vision Media	Making Complex Narratives Visual: Telling Your Story in Video Doug Simon D S Simon Productions Sheri Baer The Hoffman Agency	Measuring the Effects of Integrated Marketing Communications Angie Jeffrey VMS William J. Comcowich CyberAlert Sean D. Williams National City Corporation	Long Live the Press Release: Powerful New Techniques Give It New Power Bill Wagner, Vocus Michael Prankoff PR Newswire Laura Sturaitis Business Wire Paolina Milana Marketwire	Working with the Major-League News Magazines Robert Hof BusinessWeek Fred Vogelstein Wired Quentin Hardy, Forbes Justin Ewers U.S. News & World Report

SPECIAL ADD-ON WORKSHOP: Wednesday April 9th: 9:00AM – 5:00PM

"PR Power Writing: How to Create Press Materials That Move Editors" by Michael Smart, *News Director, Brigham Young University*

BULLDOG REPORTER'S
MEDIA RELATIONS
SUMMIT 2008

\$100 SAVINGS DEADLINE: March 7
go to www.bulldogreporter.com or call toll free: 1-800-959-1059



EXHIBITORS



BULLDOG REPORTER'S
DAILY DOG
THE LEADING SOURCE OF PR VIEWS, NEWS AND TOOLS
BULLDOG REPORTER'S
PR UNIVERSITY

Working with Law Firms During Crisis to Win the War of Words

When PR pros and attorneys join forces during crisis, it's often unclear who's in charge and whose perspective should prevail. Learn how seasoned veterans from both disciplines have resolved potential conflicts to develop a communications strategy.

Joe Carberry, SVP, *Corporate Relations*, Visa
Lori Teranishi, COO, Van Prooyen
Greenfield, LLP

Sam Singer, *President*, Singer Associates

Following the Conversation: How to Monitor Reputation in an Online World

Reputation was tough enough to monitor in the pre-Web 2.0 world, but the calculus is now more complex with the influence of blogs, chat rooms and other consumer-generated media. Find out here how to monitor the buzz about your products and company and how to use this information to improve your reputation online.

Pete Blackshaw, EVP, *Strategic Services*, Nielsen Online

Rob Stokes, CEO, Quirk Marketing

Leveraging Wires, Syndicates and News Services to Nationwide Coverage

A sure route to blockbuster visibility is coverage via major news services. But competition is fierce. Learn what's most likely to ride the wires and why. When should you pitch beat reporters, when your local bureau? How can you get listed in the daybook? How and when should you approach?

Jeff Taylor, *Bureau Chief*, Bloomberg News

Lidia Wasowicz Pringle, *Staff Writer*, United Press International

Adam Tanner, *Bureau Chief*, Reuters

Brian Carovillano, *News Editor*, Associated Press

SESSION 9
4:30PM – 5:30PM

Blogger Relations: Inside the Hearts and Minds of Top Online Pundits

Bloggers can help you . . . or kill you. What's the best way to make friends with bloggers in your industry? How should you respond when they attack? When should you jump into a thread about your company or product? Get inside advice from these three veterans.

Tom Foremski, *Editor*, Silicon Valley Watcher

Om Malik, *Founder & Chief Blogger*, GigaOm.com

Craig Newmark, *customer service rep & founder*, craigslist

Jon Greer, *Blogger*, BNET's *Catching Flack*;
President, Media Bridge

Turn Your Pitch into a Story and Watch Your Placements Soar

Forget generic news releases: Learn how to build a compelling, customized story—and pitch—from the ground up. Three veterans, including a Pulitzer Prize winner, show you how to turn commonplace corporate news into exciting narratives worthy of top-tier media coverage.

Brad White, *Director, Public Affairs*, Financial Planning Association

Corinne Kovalsky, *PR Director*, Raytheon

Anne Marie Squeo, *PR Director*, Raytheon

Master Class: Guerrilla PR in a New Media World

As technology and media are changing, so are opportunities to attract blockbuster headlines, primetime air and online buzz using clever, new low-cost tools. Learn how the woman who wrote the book on "Guerrilla Publicity" is employing a whole new set of under-the-radar methods to score outside public attention.

Jill Lublin, CEO, Promising Promotion

PR's Role in Word of Mouth Marketing

Word of mouth has always been the holy grail for marketers—but how do you kick-start it, how do you drive it, how do you control it? Learn how WOMM works and how today's new world of consumer-generated media allows you to supercharge your campaigns.

John Bell, *Managing Director*, 360 Degree Digital Influence, *Executive Creative Director*, Ogilvy PR

Jim Nail, *Chief Strategy & Marketing Officer*, TNS Media Intelligence/Cymfony

Rick Murray, *President*, me2revolution, Edelman Worldwide

Inside the Newsroom: Pitching Daily Newspapers

The pace is fast, the stakes are high—journalists at daily newspapers think differently than those at magazines and broadcast media. Learn how to increase coverage in these influential papers—how they compete, best hooks, how and when to pitch, plus editorial hot buttons.

Jesse McKinley, *Bureau Chief*, *New York Times*

Nancy Blair, *Senior Editor*, *USA Today*

Don Clark, *Deputy Bureau Chief*, *Wall Street Journal*

David Satterfield, *Managing Editor*, *San Jose Mercury News*

COCKTAIL RECEPTION AND SWEEPSTAKES
5:30PM – 7:00PM

TUESDAY,
APRIL 8

ROUNDTABLE BREAKFASTS
7:30AM – 8:45AM

(Separate fee; see description, page 12)

Sponsored by



SESSION 10
9:00AM – 10:00AM

KEYNOTE ADDRESS
"The Future of Social and Consumer-Generated Media"
by Robert Scoble
(See page 3 for description.)



SESSION 11
PR TECHNOLOGY UPDATE
10:05AM – 10:30AM



Nouveau Niche: Gatecrashers at the Media Party

As audiences demand more relevance and transparency in their media consumption, brash new content providers are eager to crash mainstream media's party. And they've got video as their VIP passes. From advocates of brands and issues to individuals such as entertainers and politicians, they are the "nouveau niche" marketers and communicators who now have the visual tools to engage in direct conversations with audiences. The end goal is to motivate action from a well-defined audience segment. This session will explore and demonstrate how the best early adopters are applying the newest communications strategies and techniques for a more focused approach to message distribution.

Larry Thomas, Chief Operating Officer, Medialink

SESSION 12 10:45AM – 11:45AM

How to Make Your Corporate Blog Pay Off

Blogging by corporate execs and professional bloggers is huge—we know millions of influential customers tune in, we know blogging can drive the conversation we have with our publics. But what are the best ways to use this tool—at what cost—and what mistakes do we risk?

Tac Anderson, Web 2.0 Strategic Lead, Hewlett Packard

Jennifer Cisney, Information Designer, Kodak

Robert Scoble, VP, Media Development, PodTech.com

Getting Personal: Telling Your Story in Social Media: Facebook, LinkedIn and More

How have personal sites evolved into tools for PR professionals to spread their messages? Discover techniques for cleverly and effectively leveraging top social media into vehicles for your communications campaigns.

Lee Aase, Manager, National Media Relations and New Media, Mayo Clinic

Chuck Hester, APR, Corporate Communications Director, iContact

Valerie Jennings, President & CEO, Jennings Public Relations & Advertising

Best Practices of Highly Effective Corporate Spokespeople

If you represent your organization to the press, you've got to think quickly on your feet—and command the most persuasive techniques, technologies, and tricks of the trade. Enhance your skill set in just one hour—get best practice pearls from two veteran spokespeople.

Dave Samson, General Manager of Public Affairs, Chevron

Hani Durzy, PR Spokesperson, Ebay



How PR Can Ignite Dynamite Product Launches

These veteran PR pros have led the charge in dozens of successful product intros, and they've learned how PR can be used to supercharge the launch—securing budget, targeting the right media, honing a powerful pitch, sustaining coverage post-launch and more.

Michelle Swan, Director, Public Relations, Symantec

Tammy Schacter, Senior Director, PR, EA Games, Electronic Arts

Meeting the Special Needs of Online Media

How do online media differ from traditional media—how do their publishing schedules work, what special problems do their editors face, what unique opportunities exist for media relations pros? Get the answers from editorial staff at some of the nation's top online outlets.

Michael Goodman, Bureau Chief, TheStreet.com

Jeanne Carstensen, Managing Editor, Salon.com

Rafe Needleman, Editor, Business Buying, CNET

Stacey Delo, Multimedia Producer/Editor, Marketwatch

SESSION 13 12:00PM – 1:45PM LUNCHEON KEYNOTE: "Do It Wrong Quickly: What Corporations Need from PR in Today's Transforming Marketplace" by Mike Moran

(See page 3 for description.)



SESSION 14 2:00PM – 3:00PM

Using New Technology to Communicate Directly with Customers

The greatest new power Web 2.0 gives us is the ability to listen to and converse directly with customers. But what are the best formats for doing so—chat rooms, blogs, wikis, consumer-generated videos? Most importantly, how can you make management comfortable with participating in today's largely uncontrolled

social media environment, in which customers actually talk back so all can hear?

Mike Moran, Distinguished Engineer for OmniFind Search and Text Analytics, IBM

Paula Berg, Manager, Public Relations, Southwest Airlines

How to Establish Your CEO, Spokesperson or Company as an Industry Thought Leader

Thought leadership is a classic PR strategy—but difficult to achieve. Learn from successful examples how you can move your organization—and top executive—into position as the media's go-to resource for opinion and vision on the state of your industry.

Karen Kahn, VP, Worldwide PR, Sun Microsystems

Alison Wertheim, VP, Corporate Public Relations, Charles Schwab

Using Online Audio and Video to Present Your Organization's Story

PR has been given a tremendous new tool—the ability to tell our story to all who will watch or listen via the Internet. But what are the best uses for these multimedia approaches, and what is our role in developing and distributing them?

Stacie Bright, Sr. Communications Marketing Manager (Dove Account), Unilever

Albert Maruggi, President, Provident Partners

Greg Radner, SVP, Corporate Communications Services, Thomson Financial

Ten Seconds to Succeed or Die: Phone Pitches That Rivet Editors' Attention

Your "elevator pitch" must be honed to no more than 10 seconds, because if you don't grab journalists' attention with your opening salvo, you're DOA. Learn secrets from one of today's top pitching masters—how he consistently achieves success when pitching hard-nosed editors at top media.

Michael Smart, News Director, Brigham Young University

Take It to the Airways: Working with Leading Broadcast Outlets

When you place a story on the air nationally, you're talking huge coverage, but what kind of story must you deliver to break into prime time? How should your radio pitch differ from TV? What does your spokesperson need to know and show? Feature possibilities? When to approach, how and with what?

Akilah Monifa, Producer/Director of Communications, CBS-TV

Richard Gonzalez, Correspondent, National Public Radio

Sandra Thomas News Director, Univision

Terry Conway Assistant News Director, KGO-AM

SESSION 15
3:15PM – 4:15PM

How PR Can Get a Fair Share of the Marketing Budget in a Web 2.0 World

Strategic communications plans—and their budgets—are up for grabs. How much should your company be spending on traditional PR (and advertising) and how much on new media approaches? How can you make sure your department and budget get a fair (or expanded) share?

Bruce Ertmann, *Corporate Manager, Consumer Generated Media, Toyota Motor Sales*

Jodi Baumann, *Director, Corporate PR, Network Appliance*

The Changing Face of News—and PR Opportunities—in an Online Age

Traditional media are in upheaval, with dramatically reduced editorial staff and a movement to online and multimedia vehicles. Consumers have shifted to new Internet-based news sources. Find out what's making news and what journalists need from PR . . . more than ever.

Dave Remund, *APR, Director, Strategic Marketing & Public Relations, Innova Ideas & Services*

Doug Bailey, *President, DB MediaStrategies*

Mark Manof, *VP, Broadcast/Multimedia, Waggener Edstrom Worldwide*

Responding to Crisis: Turning Bad News into Good

If you're attacked, you want to respond immediately—and forcefully. Yet how can you get the press to listen and in turn tell your side of the story? Learn valuable techniques from companies that have been under media scrutiny and have fought back successfully.

Christopher Horner, *Director, Technology Communications, Monsanto*

Michael Fineman, *President, Fineman PR*

Writing the Irresistible Pitch Letter

Harried journalists do their best to ignore PR communications—but some wordsmiths know how to compel media attention consistently. Mix powerful, practical writing techniques with a bit of PR alchemy and watch journalist response increase dramatically.

Larry Meltzer, *Founder & Chief Imagination Officer, Blue Current Public Relations*

Ken O'Quinn, *Principal, Writing with Clarity*

Journalists Speak Out: How to Develop Long-Term Relationships with the Press

How can you make a personal connection to journalists? How can you help them and get them to rely on you as a resource? Which PR people do they respect most—and why? How can you promote mutual trust? Which



pitching practices are most effective? Let leading journalists give you the keys to the kingdom.

Joel Dreyfuss, *Editor-in-Chief, Red Herring*

Ina Fried, *Senior Writer, CNET*

Steve Symanovich, *Editor, San Francisco Business Times*

David Satterfield, *Managing Editor, San Jose Mercury News*

SESSION 16
4:30PM – 5:30PM

Secrets of Increasing Traffic to Your Corporate Website

What can you do to increase the numbers of journalists, analysts, customers and prospects who visit your site? What attractions and usability qualities should your site have? Discover best practices—paid and unpaid—for driving more of the right kind of visitors to your site.

David Hulme, *President, Vision Media*

Brian Kaminski, *Managing Director, iProspect*

Lee Odden, *President, TopRank Online Marketing*

Making Complex Narratives Visual: Telling Your Story in Video

Think you don't have a TV story? Think again. From deep tech to quarterly earnings, even the most mundane subjects can be brought to life through creative storytelling and compelling visuals. Learn from two veteran producers how to fully exploit today's plethora of video outlets, both online and off.

Doug Simon, *President, D S Simon Productions*

Sheri Baer, *Broadcast Director, The Hoffman Agency*

Measuring the Effects of Integrated Marketing Communications

It was difficult enough to measure the results of PR campaigns. Today's new multi-dimensional "integrated" approaches make the task even more daunting. Discover how smart communications pros are getting their arms around this challenge in order to prove value to hard-nosed management.

Angie Jeffrey, *APR, VP, Editorial Research, VMS*

William J. Comcowich, *President & CEO, CyberAlert*

Sean D. Williams, *VP, Corporate Communications, National City Corporation*

Long Live the Press Release: New Techniques Give It New Power

Just when the common news release seemed to be fading, new technologies have made it stronger than ever. Discover how to supercharge your releases with search optimization, multimedia, Google and Yahoo services, social media and more.

Bill Wagner, *Chief Marketing Officer, Vocus*

Michael Pranikoff, *Director, Emerging Media, PR Newswire*

Laura Sturaitis, *SVP, Media Services & Product Strategy, Business Wire*

Paolina Milana, *VP, Marketing, Marketwire*

Working with Major-League News Magazines

Your management will be ecstatic when you place a story in one of these prestigious, high-circ. glossies—but you'll need a powerful hook that matches their editorial needs. Find out how to pitch, how they compete and what they want from PR.

Robert Hof, *Bureau Manager, Business Week*

Justin Ewers, *Senior Editor, U.S. News & World Report*

Fred Vogelstein, *Senior Editor, Wired*

Quentin Hardy, *Bureau Chief, Forbes*

WEDNESDAY,
APRIL 9

INTENSIVE FULL-DAY WORKSHOP
9:00AM – 5:00PM

PR Power Writing: How to Create Press Materials that Move Editors

(See description, page 11; additional charge for this workshop)



Michael Smart

News Director, Brigham Young University; President, Michael Smart Public Relations

Improve your results at one of four intensive workshops

(Note: Separate fees for these events: full-day workshops \$995 for Media Relations Summit 2008 attendees, \$1295 for non-attendees; half-day workshops \$495 for Media Relations Summit 2008 attendees, \$695 for non-attendees.)

1. Message Mapping: Cornerstone of Powerful Corporate Communications (Sunday, April 6, Half-Day Workshop)

This workshop will vault your communications skills—and value to your organization—to the masters level. This amazing mapping technique gives you tools to help your top executives develop clear, powerful points, then translate these messages into a wide variety of lucid communications vehicles. Most importantly, your entire organization will always remain “on message.” You’ll specifically learn to:

- Lead top management to solid, message-worthy conclusions
- Turn weak, fuzzy messages into a strong, convincing “home base”
- Secrets of creating “high-level” strategic messages every time
- Create consistent messaging for all your divisions and products
- Use message mapping tools to manage interviews, crisis communications and reputation

For full details on this session, go to www.bulldogreporter.com



Presented by Tripp Frohlichstein, President, MediaMasters Training. A former CBS TV newsroom manager and TV news critic, Frohlichstein has trained thousands of communications professionals on handling interviews, message development, crisis management and presentation skills. His presentations on message mapping at Media Relations Summits are consistently rated the highest among all PR skills sessions.

3. Ultimate Corporate Spokesperson: Advanced Media Training (Sunday, April 6, Full-Day Workshop)

Learn to handle even the toughest interview with total confidence and powerful message focus. Discover techniques for creating memorable messages, retaining them under fire, and delivering them with credibility. You’ll also learn to create quotable sound bites every time you speak to the press. Finally, you’ll gain valuable skills you can teach to your top executives. Includes “on air” video practice and review. You’ll specifically learn:

- Rules for anticipating your interviewer’s questions
- Use the “Power of Three” in crafting your platform
- Giving the media the message they (and you) want most
- Nine kinds of sound bites and how to remember them
- When “I don’t know” is the absolute best answer
- When it’s permissible to rewrite the reporter’s question
- Why negative answers are always wrong—and how to avoid them
- What should be on the “cheat sheet” you take into every interview

For full details on this session, go to www.bulldogreporter.com



Presented by TJ Walker, President, of Media Training Worldwide. TJ Walker is the world’s most widely published and produced media trainer, bringing more than 20 years experience training CEOs, authors, and experts. He’s also the top-ranked media trainer at Bulldog Reporter’s Media Relations Summits.

2. Social Media Strategies for PR: Intensive Hands-On Bootcamp (Sunday, April 6, Full-Day Workshop)

Social media is clearly the biggest opportunity—and challenge—facing PR practitioners today. Consumer-generated media, like YouTube, plus search engine optimization for websites and news releases, plus corporate blogs and relations with industry bloggers—they’re all turning our profession upside down. This workshop will not only make you your company’s expert on social media, you’ll also come home with a complete social media strategy outline for your company or client.

- Learn how to monitor social media and blogs cost-effectively, so you know when you’re mentioned (or maligned)
- Secrets of “organic” search techniques—how to double, *even triple* your visibility without spending a cent
- Insider’s tools you can and should use to plan your search strategy
- How to profitably take part in social networking sites . . . without getting burned
- Dozens of free tools you can use to evaluate and implement social media programs
- Detailed case studies highlighting best practices you can emulate

For full details on this session, go to www.bulldogreporter.com



Presented by Sally Falkow, APR, President, and Doug Hay, CEO, Expansion Plus

Sally Falkow is the industry’s highest rated speaker on technology topics for Bulldog Reporter. She’s the expert on the wide range of PR 2.0 topics, but especially on social media—and she knows how to make technology crystal clear. Her partner, Doug Hay, is also a veteran speaker and consultant on marketing technology topics.

4. PR Power Writing: How to Create Press Materials that Move Editors (Wednesday, April 9, Full-Day Workshop)

Learn the secret ingredients of successful press releases, pitch letters and backgrounders—in print and online. Also discover how to write all your communications more powerfully and persuasively, so editors respond eagerly and with respect. Come prepared to work: You’ll write half a dozen practice pieces and get them all constructively critiqued. You’ll specifically cover:

- Secrets of irresistible subject lines and headlines
- Seven journalistic elements that must be in every press release
- How to target your press writing to editors and your management
- Three qualities that make reporters love to open your pitch letters
- Five-point test for every release: Make sure yours pass every time
- Writing press materials to boost your search engine ranking
- Ten “cursed” words that send your releases into the wastebasket

For more details on this session, go to www.bulldogreporter.com



Presented by Michael Smart, News Director, Brigham Young University; President, Michael Smart Public Relations. Michael is a former journalist and college writing instructor who has won numerous awards for PR writing. He’s also Bulldog Reporter’s top-ranked media pitching trainer.

\$100 SAVINGS DEADLINE: March 7 — go to: www.bulldogreporter.com OR CALL TOLL-FREE 800-959-1059

CHOOSE FROM 13 BREAKFAST ROUNDTABLE DISCUSSIONS

Tuesday, April 8
7:30AM - 8:45AM

This is a unique opportunity to share problems and solutions with new high-level contacts over stimulating (and delicious!) breakfast conversation. Bring problems that are plaguing you, discover other companies' "best practices" and trade war stories! Each table is staffed by an expert moderator and is geared to helping you solve real-life problems. (Roundtable participants will be surveyed in advance on their pressing issues, so your session will be focused on issues relevant to you.) Sign up before Friday, March 21, since all roundtables have limited attendance, and sessions may be closed after that date. **Fee: \$105.**

1. Preparing Yourself and Your Organization for Crisis

Michael Fineman, President, Fineman PR

Disaster can hit your company at any time—here's a chance to review your (and your management's) preparedness with your peers—discuss media training, crisis plans and more.

2. Managing the High Performance PR Department

Joe Carberry, SVP, Global Public Affairs, Visa

What's working to motivate PR people? How much to pay? How to structure your department? How can you command management's respect?

3. Revolutionary PR Technologies: Beyond Blogs and Podcasts

Sally Falkow, President, Expansion Plus.

How are corporate PR departments capitalizing on blogs and podcasts—and what even newer, more powerful technologies are helping PR pros get their message out? Discover your opportunities.

4. New Solutions for Measuring Corporate Reputation and PR Results

Mark Weiner, SVP, Global Director of Research, Ketchum PR

Find out if you're measuring the right things, if you're paying a fair price, and how to make measurement more meaningful to your management.

5. New Ways to Use Online Video to Tell Your Corporate Story

Stacie Bright, Sr. Communications Marketing Director, Unilever

Learn how broadband Internet and YouTube have opened up dramatic new possibilities in video presentation.

6. Problems in Pitching the Media

Jon Greer, President, MediaBridge

Brian Pittman, Director of Content, *Bulldog Reporter*

What are the best techniques for gaining reporters' attention and trust? How can you sell "evergreen" stories? How can you build long-term relationships?

7. Strategies for Proving the Value of PR to Top Management

Angie Jeffrey, VP, Editorial Research, VMS

C-suite executives think differently that PR people—find out how can you discover what makes yours tick . . . and develop programs that speak to them.

8. Turning Everyday Good Works and Evergreen Stories into Major Media Coverage

Sandra Fathi, President, Affect Strategies

You serve valiantly, but the media won't pay attention—unless you create a stir. Learn how to generate positive coverage around everyday "miracles."

9. Moving Up The Communications Career Ladder

Gary Radner, SVP, Corporate Communications Services, Thomson Financial

You'll become more gratified as you gain responsibility, recognition and increased compensation. Find out how to put your career on the fast track.

10. Current Challenges in Tech Industry PR

Karen Kahn, VP, Worldwide PR, Sun Microsystems

Technology industries are moving even faster than the rest of PR. Learn how top companies are meeting the unique challenges they face in fast-paced, often cutthroat markets.

11. Using PR to Build and Maintain Your Brand

Alan Elias, SVP, Corporate Communications, Washington Mutual

PR is the best friend a branding campaign can have. Learn how to leverage all your PR messages to establish a powerful image for your company.

12. Best Practices in Launching New Products

Michelle Swan, Director, Public Relations, Symantec

What should PR's role be in the launch, what should your plan look like, how can you make every product introduction a blockbuster?

13. How to Score Holy Grail Top-Tier Media Coverage

Michael Smart, News Director, Brigham Young University

Learn how one PR pro has scored ink for various clients in the *WSJ*, *USA Today*, *NY Times*, *CNBC* and many more—and how you can do it, too.

FREQUENTLY ASKED QUESTIONS ABOUT MEDIA RELATIONS 2008

When is it? Where is it?

Media Relations 2008 takes place on Sunday, April 6 (optional half-day and full-day workshops), Monday, April 7 and Tuesday, April 8, plus an optional full-day workshop on Wednesday, April 9, at the Westin St. Francis Hotel in San Francisco, California.

Where can I stay?

The Westin St. Francis Hotel is at 335 Powell Street, San Francisco, CA 94102, directly on Union Square and only a few blocks from other major shopping areas, top-ranked restaurants, theaters and museums—the city is literally at your feet. Your special, discounted room rate is \$289 (single or double occupancy) for Media Relations Summit 2008 attendees. To guarantee a room at these rates, please call the hotel before Friday, March 7, 2008—rooms will be released after that date. The toll-free number is 1-800-WESTIN-1 (1-800-937-8461). Be sure to identify yourself as a Media Relations Summit 2008 participant when booking by phone. Or reserve online at <http://www.starwoodmeeting.com/book/Bulldog>. Simply click on the "book a room" link in the upper right corner, then enter your arrival, departure and other preferences.

How much does it cost?

Registration for Media Relations Summit is \$1,195 per person. Attendance is optional at the half- and full-day intensive workshops on Sunday and Wednesday. A half-day workshop registration is \$495 for Summit attendees; full-day workshops are \$995 for Summit attendees. Breakfast Roundtables are \$105.

How can I save money on registration?

You have TWO ways to save money on registration fees. If you register by Friday, March 7, we'll take \$100 off the regular cost. We'd also like to give your colleagues the opportunity to share the techniques and new information you'll gain there, so we're offering a 4-for-3 savings deal. Register three people from your company at the same time, and a fourth attends FREE! That saves your company \$1,195. (Note: The early-bird offer cannot be combined with the 4-for-3 discount.)

What happens if I need to cancel?

Cancellations by Monday, March 10 will receive a full refund. Cancellations after 5 PM (PST) on March 10 will receive a credit toward Bulldog Reporter's products and services, less a \$50 processing fee.

Can I guarantee my investment?

If you aren't completely satisfied with the scope and content of Media Relations Summit 2008—if you don't leave with dozens of new techniques to improve the way you do business—we'll refund your entire registration fee. We're confident you'll find Media Relations Summit 2008 to be time and money very well spent.

How do I register?

Complete the form on the back page. There are four ways to register:

-  1. Call (800) 959-1059. Our friendly customer service department can register you quickly and easily, as well as answer any questions you may have.
-  2. Register online: Go to www.bulldogreporter.com
-  3. Mail the form with payment to:
Infocom Group/Bulldog Reporter
124 Linden Street
Oakland, CA 94607
-  4. Fax the complete back page to (510) 596-9331

Can I exhibit at or sponsor this event?

A limited number of exhibition, sponsorship and advertising opportunities remain for this event. Please call: Fay Shapiro at (212) 889-2320.

SAVE \$100! REGISTER BY MARCH 7!

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THE POWER OF STORY: New Media,
New Technologies, A New Narrative for PR

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2. Mr/Ms _____ Title _____
3. Mr/Ms _____ Title _____
4. Mr/Ms _____ Title _____

(Please copy for additional registrations)

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Telephone (_____) _____ Fax (_____) _____

E-Mail _____

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(Located in the upper right-hand corner of your mailing label; use 84FQ if no mailing label is on the brochure.)

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_____ # people x \$ _____

Note: Infocom Group
Fed. Tax I.D. No: 94-2747755

Register by March 7 _____ x \$1,095 = \$ _____

Register after March 7 _____ x \$1,195 = \$ _____

Bulldog Award Winners _____ x \$895 = \$ _____ Award Won: _____

Half-Day Workshop 1 _____ x \$495 = \$ _____ for MRS 2008 attendees

Half-Day Workshop 1 _____ x \$695 = \$ _____ for non- attendees

Full-Day Workshop 2, 3, 4 _____ x \$995 = \$ _____ for MRS 2008 attendees

Full-Day Workshop 2, 3, 4 _____ x \$1,295 = \$ _____ for non- attendees

* Circle the session you'll be attending:

- | | |
|------------------------------------|-----------------------------------|
| 1. Message Mapping | 2. Social Media Strategies for PR |
| 3. Ultimate Corporate Spokesperson | 4. PR Power Writing |

Roundtable Breakfast _____ x \$105 = \$ _____ (Please choose your Roundtable at right above)

TOTAL REGISTRATION FEES: \$ _____

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Mail to: 124 Linden Street, Oakland, CA 94607

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BREAKFAST ROUNDTABLES

Tuesday, April 8 – 7:30AM – 8:45AM: **\$105**

Number the first choice for each individual listed at left:

- (1) (2) (3) (4) = Same order as the names at left
- | | |
|-------|---|
| _____ | Prepare Your Organization for Crisis |
| _____ | Managing the PR/Communications Dept. |
| _____ | Revolutionary PR Technologies |
| _____ | Measuring Reputation/PR Results |
| _____ | Promoting Your Experts/Spokespeople |
| _____ | Problems in Pitching the Media |
| _____ | Proving PR's Value to Management |
| _____ | Turning Evergreen Stories into Major Coverage |
| _____ | Climbing the Communications Career Ladder |
| _____ | Current Challenges in Tech Industry PR |
| _____ | Using PR to Build Your Brand |
| _____ | Best Practices in Launching New Products |
| _____ | Scoring Top-Tier Media Coverage |

CONFERENCE FEES

Media Relations 2008: **\$1195**

Register by March 7: **\$1095**

4-for-3 discount: Three attendees from the same company paying full price of \$1195 may bring a fourth colleague at NO ADDITIONAL CHARGE. (Early bird discount does not apply to 4-for-3 or other offers.)

Special Half-Day Intensive Workshop: **\$495**

(non-attendees: \$695)

Special Full-Day Intensive Workshops: **\$995**





(non-attendees: \$1,295)

Roundtable Breakfast: **\$105**

CANCELLATIONS

Cancellations by Monday, March 10 receive a full refund. Cancellations after March 10, 5PM (PST) receive a credit toward Infocom Group's products or services, less a \$50 processing fee. Registrants who do not attend are liable for the entire fee.

FOUR WAYS TO REGISTER

-  **1. Call** (800) 959-1059
-  **2. Register online:** Go to www.bulldogreporter.com
-  **3. Mail the registration form to:** Infocom Group,
124 Linden Street, Oakland, CA 94607
-  **4. Fax entire back page to:** (510) 596-9331

PHONE (800)959-1059, FAX (510)596-9331 or go to www.bulldogreporter.com

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- Meet top bloggers, top journalists, and top communications experts
- Keynotes by Charlie Rose and Robert Scoble (see page 3)

See all the details on the front page!

If you only attend one PR conference this year, make it this one:



Join us April 6-8
in San Francisco.
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