

Experience Communications Presents Public Relations and Marketing Workshop at the Marina Technology Cluster

Interactive Session is Aimed at Helping Companies from all Sectors to Grow with Efficient and Effective Communications Strategies

CARMEL, California December 16, 2008 – [Experience Communications](#), a public relations and marketing communications agency, announced today that Mark Peterson will present a workshop at the [Marina Technology Cluster](#) (MTC) on Wednesday, January 21st from 12:00 to 1:30 p.m. on strategies and tactics that companies from all sectors can immediately implement to increase the awareness and improve the perception of their company's brand, products and services.

The workshop will give companies efficient and effective public relations and marketing tips to bring visibility to their organization and differentiate them from their competition.

"As the business environment becomes more challenging and marketing budgets are constrained, now is the time for companies and service organizations to make sure that they are maximizing their communication strategies and public relations efforts," said Peterson, a partner at Experience Communications.

Since its founding in 1998, Experience Communications has developed impactful and integrated public relations and marketing-communications programs for [companies of all shapes and sizes](#).

Peterson will share best practices from years of managing successful PR campaigns with global technology companies. Participants in the interactive workshop will learn:

- 5 reasons you should issue press releases
- Why you should invest in developing case studies and customer references
- The importance of keeping your website up-to-date
- How these strategies relate to your own marketing communications strategies

"We are excited to have Mark and Experience Communications teach our clients and the greater business and entrepreneurial communities skills they need to bring their products and services to the market or to increase their bottom line," said MTC Director Susan Barich.

The MTC is a business incubator focused on helping regional entrepreneurs and business owners grow their ideas into successful businesses by delivering proven, rigorous, business development services. Programs are open to all types of businesses, not just technology developers.

Participation is free for MTC members and clients and \$20 dollars for non-members. For more information and to register for the workshop see <http://www.marinatechnologycluster.org/> or call 831.582.9718.

What: Three Public Relations and Marketing Tips
When: Wednesday January 21 from 12:00-1:30 PM
Where: Marina Technology Cluster
How Much: Free for MTC Clients / \$20 for Non-members
RSVP: Adam.Davis@BarichBiz.com or call 831.582.9718

About Experience Communications

Experience Communications is a public relations and marketing communications agency that helps companies increase the value and improve the perception of company's brands, products and services. Experience Communications develops and executes public relations and marketing communications strategies and tactics to bring clients' messages and product offerings to market. Experience works with clients to set specific goals and drive results that align with their business objectives. With an eye on local issues, Experience has global experience with leaders in technology, banking, financial services, healthcare and insurance.

Founded in 1998, Experience is headquartered in Carmel, CA with offices in Boise, ID and an affiliate in London, UK. For more information see www.experiencecom.com

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