

The Early Bird
Rate Ends
November 11



PR News' December 1 FACEBOOK CONFERENCE

PR Tactics, Tools and Techniques for Maximizing Facebook

Thursday, December 1, 2011 ■ National Press Club, Washington, DC
Register at www.prnewsonline.com/facebookdc

Join us on December 1 for the PR News Facebook Conference - the only Facebook-focused conference designed for PR & marketing professionals. In just one day social media innovators will provide practical lessons on how to use Facebook as a PR tool to build a community of influencers and advocates, forge new relationships with the media and drive new business for your organization.

In One Day You'll Become an Expert in:

- Mastering Facebook's latest features
- Developing a winning content strategy to engage your followers
- Creating and managing your Facebook dream team
- Managing crises and issues via Facebook
- Integrating Facebook into all of your PR initiatives
- Getting people to "like" your brand and become part of an engaged community
- Understanding social media laws and legal limitations
- Launching smart campaigns to boost reputation or sales
- Measuring the impact of your Facebook initiatives

Sponsored by:



VOCUS[®]

Featured Speakers Include:

- **David Almacy**, SVP, Edelman Digital, Washington, D.C.
- **Afdhel Aziz**, Brand Director, Digital, PR and Brand Activation, Heineken
- **B. Bonin Bough**, Global Head of Digital, PepsiCo
- **Johna Burke**, Senior Vice President, BurrellesLuce
- **Rachel Caggiano**, SVP, 360° Digital Influence, Ogilvy Washington
- **Natalia Dykyj**, Director, Product Management, Vocus
- **Cindy Gersch**, VP, Director of Marketing and Corporate Affairs, Lend Lease
- **Phil Goldstein**, Editor, FierceWireless
- **Mark Hamrick**, Business Reporter, Broadcast, Online Video Producer, Associated Press; President, The National Press Club
- **Katie Harbath**, Associate Manager for Policy, Facebook
- **Michael Jandl**, Chief Client Officer, Buddy Media
- **Anna Lingeris**, Manager, Global Public Relations & Consumer Engagement, The Hershey Company
- **Glenn Manishin** Partner, Duane Morris LLP
- **Brad McCormick**, EVP, Senior Digital Strategist and Managing Director, Cohn & Wolfe
- **Marie Moore**, VP, Public Relations, IFC
- **Ed Moran**, Co-Author, "The Hyper-Social Organization: Eclipse Your Competition by Leveraging Social Media"; Partner, Emergence Marketing
- **Robert Philips**, Vice President, Digital Media, GolinHarris, Washington, D.C.
- **Priya Ramesh**, Director, Social Media Strategy, CRT/tanaka
- **Sandy Won**, Director, Strategic Communications, International Center for Research on Women
- **Albe Zakes**, Global VP, Media, TerraCycle Inc.

PR News has programmed this Facebook Conference to show you how to rethink, reorganize and take control of your Facebook activity and integrate it with the PR discipline's bedrock skills. Most PR pros have been learning to leverage Facebook to boost and protect an organization or brand's reputation, improve customer service and manage crises - but the make-it-up-as-you-go era is over.

Join us for an information-packed day of interactive learning and networking from the trusted source for communicators, PR News.

Register at www.prnewsonline.com/facebookdc

The early bird rate ends November 11. If you have any questions or would like to register by phone, contact Saun Sayamongkhun at 301-354-1610