



MEDIA RELATIONS NEXT PRACTICES FORUM

JUNE 17, 2010 | 8:15 A.M.-5:15 P.M.

The National Press Club, Washington DC

Register at www.prnewsonline.com/forum

Give us one day of your time and we'll provide you with the smartest and most practical strategies for media relations across all platforms—from social media to press conferences to media training. We've lined up experts on the front lines who'll provide a no-fluff account of what works and what doesn't when it comes to media relations.

YOU AND YOUR TEAM WILL DISCOVER THE BEST WAYS TO:

- Leverage social media for cost effective and impactful results
- Build strong relationships with the media
- Manage crises with a sound-proof media strategy
- Use mapping techniques to match key messages for specific stakeholders
- Conduct your pre-interview due diligence
- Identify the appropriate communicators to engage different audiences
- Put executives at ease during tough interviews
- Create verbal bridges to stay on point and regain control
- Budget correctly to set up training modules or intensive programs
- Create a basic, scalable monitoring framework
- Integrate reputation tracking tools that encompass social media, blogs, online video and more
- Employ media audits to streamline your media relations efforts in the US and worldwide
- Communicate the value of your PR efforts
- Appeal to the C-suite's business rationale for increased PR research budgets

EXPAND YOUR MEDIA REPERTOIRE WITH POWERFUL NEW MEDIA TECHNOLOGY AND TOOLS FOR:

- Issues management
- Legislative and regulatory initiatives
- Coalition building
- Public advocacy
- Corporate social responsibility programs
- Media campaigns
- Blogger relations

TAKE-AWAYS:

- 35+ ideas from award-winning communicators
- Best practices examples you can implement right away
- Workbook that includes speaker presentations, checklists and more
- Proprietary networking contact list of attendees & speakers
- Direct, immediate opportunity to connect via social networks

WHO SHOULD ATTEND?

If you spend at least a quarter of your time in any of these areas, you should attend this Forum:

- Public Relations
- Media Relations
- Measurement/Research
- Public Affairs/issues Management
- Digital Communications
- Crisis Management
- Business Development
- Management

ABOUT PR NEWS

Published weekly and in its 65th year, PR News is the knowledge resource for professional communicators building the bridge between public relations and the business bottom line. The PR News family of products includes Awards Programs, Webinars, Conferences and Guidebooks. For more information visit prnewsonline.com.

REGISTRATION FORM

See inside for details on registration options.

**COME AS A TEAM AND POWER UP YOUR
ONLINE & OFFLINE COMMUNICATIONS!**

REGISTRATION FEES

	Individual	Group	w/Workshop
Early Bird	\$795	\$745	+\$300
Regular Rate	\$895	\$845	+\$300

Early Bird Ends May 21, 2010

Group = Two or more from the same company.
When faxing or mailing your registration,
please photocopy this form for each registrant.

- Yes, I will Attend!**
- Yes, My Team Will Attend!**
- My check for \$ _____ is enclosed.
(Make checks payable in U.S. dollars to PR News.)
- Charge my credit card: MasterCard VISA
 American Express Discover
- Register online at www.prnewsonline.com/forum

JUNE 17, 2010 | WASHINGTON DC

(Please Print Clearly)

Attendee's name

Title

Organization's name

Address

City

State

ZIP/Postal code

Telephone

Fax

E-mail

Name on credit card

Credit card number

Expiration

Signature

PRNews MEDIA RELATIONS CONFERENCES NEXT PRACTICES FORUM

JUNE 17, 2010 | 8:15 A.M.-5:15 P.M.

The National Press Club, Washington DC

www.prnewsonline.com/forum

Next Practices for Leveraging the Media to Build Reputation, Brand and Leadership

Register Now at www.prnewsonline.com/forum.

Early Bird Registration Ends May 21, 2010!



8:15 - 8:40 a.m.

Registration and Networking Breakfast

8:40 a.m.

Opening Remarks by Diane Schwartz, Vice President/Group Publisher, PR News

8:45 - 9:30 a.m.

Allocate Your Media Resources for Smarter Returns

As digital and social media rivals traditional broadcast and print vehicles in importance, balancing PR resources across all platforms has become crucial to campaign success and bottom-line results. What are the best ways to determine the optimal media mix and PR staffing and budgeting allocation for a client or campaign? This session will show you how to:

- Set budgets and allocate staff resources for multiple media platform outreach, including trade, consumer, business and broadcast media, social media and other activities
- Incorporate effective media monitoring and measurement systems across all media
- Use your media data most effectively to adjust your programs and prove their business value
- Determine the correct target audiences and the best media vehicles with which to reach them
- Utilize media-specific research tools to help you target audiences effectively

Speakers:

John Deveney, Founder & President, Deveney Communications

Sarah Martin, VP of Corporate Communications, CSC

David Warschawski, Founder and CEO, Warschawski

9:30 - 10:00 a.m.

Morning Keynote: "New Tools, Old and (Time-Tested) Tools," with ESPN's Chris LaPlaca

Communicators are very focused on embracing social media and blogs, and that is smart and wise. But as 30-year ESPN veteran Chris LaPlaca will discuss in his keynote address, the more things change, the more they stay the same. Whatever the tools used, as a communicator you still must base your work on honesty, integrity, context and true human relationships. New tools may be plentiful, but adhering to tried-and-true principles is still the key to success. Veteran journalist Seth Arenstein, editorial director of *CableFAX*, will cap off the keynote with some questions for Chris that will shed light on what it's like to handle media relations for a fast-growing and powerful brand like ESPN.

Keynote:

Chris LaPlaca, Senior Vice President, Corporate Communications, ESPN

10 - 10:45 a.m.

Optimize Your Web Site and Social Media Presence for the Media

As social media platforms become more prevalent and message dissemination and content consumption change, Web sites and online pressrooms must become timely vehicles for well-crafted information and useful resources for the media. Learn what the media now expect when visiting a Web site, and how to optimize the home page and e-newsroom for maximum impact and message control. In this presentation, you will learn:

- How to build your site's thought leadership and increase its pass-along "spread-ability"
- Strategies for drawing media to your site

- How to create a content hub using quality video as a driver
- Web site integration of the latest social media vehicles
- How to allocate time and fiscal resources for maximum site impact
- The newest SEO, Web tracking and measurement techniques

Speakers:

Colin Moffett, Vice President, Digital Communications, Weber Shandwick

Laura Howe, Senior Director of Public Affairs, American National Red Cross

10:45 - 11 a.m. **Networking Break**

11 - 11:45 a.m.

Measuring Media: Linking Outcomes to Organizational Goals

Measuring media outreach and successes is a key component in connecting PR outcomes to business and organizational objectives. Learn how to incorporate measurable media relations objectives into a communications plan and tie them to business value and ROI. What are the best new measurement models that integrate digital/social media outcomes? How do you use communications to improve the business performance of your company or clients? How can you tie earned media outcomes to organizational value? Top PR measurement practitioners will show you how to:

- Set media campaign goals and identify key media measurement performance indicators
- Isolate the impact of PR
- Integrate social media measurement with traditional techniques
- Work effectively with the business development and sales teams to drive bottom-line results

Speakers:

Mark Phillips, Vice President, Corporate Communications, USO

Brian Regan, Senior Vice President, Access Communications

Colleen Wilber, Senior Director of Media Relations, America's Promise Alliance

12:00 - 1:30 p.m.

Networking Luncheon & Keynote: Media Relations Lessons Learned, with Roger Conner

Roger Conner, the Senior Director of Communications with Catholic Charities USA who spent 25 years in communications with Marriott Corporation, will share his best advice on media relations and lessons learned in his four decades navigating the ever-shifting media relations landscape. Conner will share first-hand crisis communications in handling the loss of the Marriott World Trade Center Hotel on 9/11; the recent bombing of the Jakarta Marriott and Islamabad Marriott; the assassination of Rabbi Meir Kehane at the New York Marriott East Side Hotel. Now, as he heads up communications and marketing for Catholic Charities, the nation's third largest nonprofit organization, Conner will share with you how he's working with the media to deal with the day to day issues and the hot-button concerns around the national healthcare debate.

Keynote:

Roger Conner, Senior Director of Communications, Catholic Charities USA

1:45 - 2:30 p.m.

Leveraging the Media to Win in a Crisis

In the thick of a crisis, proper response to the media is critical in protecting reputation, yet complicated in today's instantaneous, multiple media platform environment. Learn the best crisis-diffusion techniques across media vehicles—traditional to digital to social—from tested crisis veterans. Our panelists will discuss:

- How to message map for the media

- How to craft and test up-to-date crisis communications plans designed for the 24/7 media cycle
- What to say - and how to say it - in the first three hours of a crisis
- How to communicate to your organization internally to control their potential messages to the media
- How to identify key media outlets to reach out to during a crisis

Speakers:

Gary Wells, Senior Managing Director, Dix & Eaton
Glen Nowak, Director, Division of News and Electronic Media, Centers for Disease Control
Karen Hinton, President, Hinton Communications

2:30 - 3 p.m.

Quick Study: How Goodyear Tapped Online Influencers for Product Launch Traction

When launching a new tire line to a younger demographic, Goodyear Tire and Rubber Company reached out to bloggers for the first time. The campaign, integrated with traditional media outreach, resulted in record sales. Goodyear's outreach to influential bloggers permanently altered its media relations program, and the company continues to build its digital and social media presence in product launches. In this case study presentation, you will get best practices from Goodyear, and learn:

- How to use audience research to identify the most influential and relevant bloggers and influencers
- How to establish trust-based relationships with bloggers
- Tactics for influencing message creation
- How to determine the correct mix of digital media vs. traditional media outreach
- How to best measure integrated campaign efforts

Presenters:

Jim Davis, PR Manager, Goodyear North America
Geoffrey Phelps, Assistant Vice President, Coyne PR

3 - 3:15 p.m. Networking Break

3:15 - 4 p.m.

Media Training: Do's and Don'ts for Getting Your Message Heard & Needed

Whether facing an impromptu Flip camera interview at an event, a phone interview with a journalist or an on-air grilling by a major network, an executive's ability to be on message and media-savvy is crucial to you and your organization's image. This session will describe tested techniques for successful interview experiences from media training pros, including tips on:

- Convincing the C-suite of the importance of media training
- Conducting pre-interview due diligence
- Honing messages before a media appearance or interview
- Verbal bridges to stay on point and in control
- Messaging cues to remember during tough questioning

Speakers:

Andrew Gilman, President and CEO, CommCore Consulting Group
Chris Mainz, PR Senior Specialist, Southwest Airlines
Stephanie Anderson, Head of PR and Chief Corporate Spokesperson, Sylvania

4 - 4:45 p.m.

The Media/PR Smackdown

Get ready for a no-holds-barred (verbal) powwow between top journalists across a variety of media platforms and you, the PR practitioner. First, you will hear opinions and insights from top members of the media on how PR can better serve and coexist with them. Then, be ready with your questions in a highly interactive, gloves-off discussion. From top reporters, tweeters and bloggers you will learn:

- The most effective ways to engage (and how not to engage) with them
- How to best assist them in putting together stories
- How not to damage your brand by spamming journalists
- Where to find the best media forums for stories
- How to identify and reach powerful Web-based "voices" that are virtual outlets unto themselves

Speakers:

Howard Arenstein, Correspondent, CBS Radio News, Radio Bureau Manager, CBS News, Washington DC
Bob Cesca, Columnist, Huffington Post
Lynn Sweet, Columnist and Washington Bureau Chief, Chicago Sun-Times

4:45 - 5:15 p.m. Closing Reception

Pre-Conference Workshop

Presented by PR News and BurrellesLuce

Wednesday, June 16, 2010

1:00-4:00 PM | The National Press Club

Identifying & Monitoring Media Influencers Online

This clinic is designed to show you how to identify who your major influencers are online and how to best build and leverage those relationships. From "listening" online to monitoring conversations, this workshop will show you how to save time and money in getting the best possible press coverage from the media that matter most to your organization. Whether it's a reporter for a print publication, a journalist with an influential web site, an important industry blogger—this workshop will help you figure out who your influencers are and how to best communicate your messages to them.

At this workshop, you will learn:

- How to identify your key influencers and who's influencing them
- Ways to monitor your competition online and gain an edge
- Proper use of social media as a pitching tool
- Creating messages for impact and attention

Plus, you'll hear from two journalists who will share with you how they are communicating online with PR contacts and how you can do a better job of serving their needs.

The workshop will include a hands-on clinic showing you how to optimize your content online, write messages on Twitter, Facebook, email and other venues that will get read and acted on by journalists who matter.

Trainers and Guest Speakers:

Johna Burke, Senior Vice President, BurrellesLuce
Diane Schwartz, Vice President/Group Publisher, PR News

Registration Information

- 1 Call 1-301-354-1610
- 2 Fax the registration form to 301-576-8024
- 3 Go to prnewsonline.com/forum
- 4 Mail the registration form to:
PR News/Rebecca Startstrom
4 Choke Cherry Rd. 2nd Floor
Rockville, MD 20850

VENUE INFORMATION

The National Press Club
529 14th Street NW, 13th Floor
Washington, DC 20045

Visit prnewsonline.com/forum for hotel options in the area.

QUESTIONS?

If you'd like to register by phone or have questions regarding the program, please contact conference coordinator Rebecca Startstrom at 301-354-1610 or rebecca@accessintel.com.

CANCELLATIONS

All cancellations are subject to a \$300 service fee (per attendee). Before May 21, 2010, you will receive a refund of your payment minus the service fee. After May 21, 2010, your payment will be credited toward a future PR News event, minus the service fee. Registrants who fail to attend and do not cancel prior to the event are not entitled to a credit or refund of any kind. No exceptions.