

# About Today's Chairperson: Jon Greer



[www.jgcllc.biz](http://www.jgcllc.biz)  
[jon@jongreer.com](mailto:jon@jongreer.com)  
510-547-7123  
[@jongreer](https://twitter.com/jongreer)

- Managing Director, JGC LLC
  - Corporate trainer, freelance writer, content marketing strategist
  - Clients include corporations, government agencies, start-ups and venture capitalists
- Bio:
  - Training Director, PR University Webinar series
  - Blogger, BNET.com's Catching Flack PR blog
  - VP, Edelman PR
  - Business news reporter, SF Chronicle, SJ Mercury News
  - M.A., Columbia University J-school
  - B.S., Wharton School of Business

# Today's Map of Learning Opportunities

Start



Finish







# Today's Map of Learning Opportunities

Start



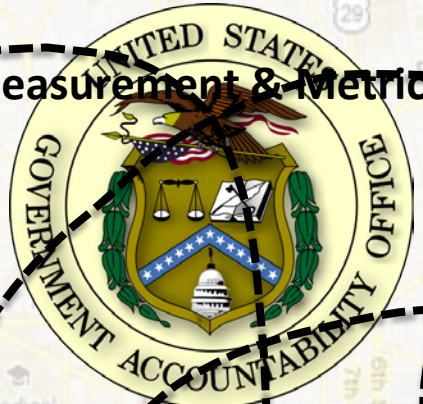
Finish



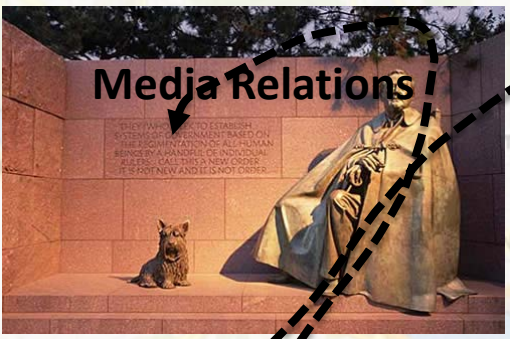
washingtonpost.com



# Today's Map of Learning Opportunities: What We Learned



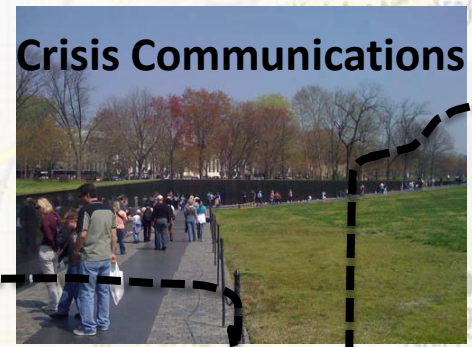
## Media Relations



## Measurement & Metrics

- ??
- ??
- ??

## Crisis Communications



- ??
- ??
- ??

## Handling Work Relationships



- ??
- ??
- ??

## Social Media PR



- ??
- ??
- ??

## PR Writing & Editing



washingtonpost.com

- ??
- ??
- ??