



Sponsorship Invitation

Digital PR *Next Practices* Summit

Oct. 3, 2008, Grand Hyatt New York City

There are a limited number of sponsorship slots available at this one-day, information packed conference bringing together 200+ communications executives hungry for digital PR intelligence and information on your services.

This is the Must-Attend Conference for Communicators Engaged in Social Networking, Community & Online PR

The Digital PR *Next Practices* Summit will deliver an intimate gathering of PR, marketing and communications professionals and a high-impact day of intensive learning, networking and sharing of ideas. Sponsorship is limited to Seven partners.

Your sponsorship includes:

- Exhibit table at the Summit
- Moderating or brief speaking opportunity
- Recognition of sponsorship throughout the day
- Distribution of your materials to all attendees
- Provision of attendee list
- Logo on all marketing and Summit materials in print and online
- Exposure through press releases
- Co-branded opportunities

Upgrades include sponsorship of:

- Flashdrives
- Centerpieces at the networking lunch
- Post-event reception
- Coffee Breaks
- Notepads
- Water bottles
- ...and more!

Presented by PR News, this summit offers a limited number of sponsor and exhibitor opportunities to connect with these communications professionals. To find out how to become a sponsor, contact Diane Schwartz, VP & Group Publisher, PR News at dschwartz@accessintel.com or 212-621-4964.

About the Summit

PR News' Digital PR "*Next Practices*" Summit is not your typical conference. We've brought together not only the thought leaders in digital PR, but experts who are willing to share ideas, tactics and lessons learned, and who want PR and Marketing professionals to succeed.

Topics Include:

- Make the business case for social media in your organization
- Manage your C-suite's expectations with new media
- Use video to enhance your brand
- Optimize press releases to drive sales, traffic
- Participate in Facebook, MySpace, LinkedIn
- How to use Twitter, wikis, Digg and other social media tools
- Build strong relationships with Bloggers
- Write for the Web so your message is seen and syndicated
- Manage or avoiding a crisis via the Web
- Measure online communications efforts
- Leverage Google and learn smart SEM and SEO tactics
- Recruit and retain top talent for your online initiatives
- Use viral PR & marketing to great effect
- Use the Web for outreach
- Integrate social media in your communications plan
- Improve your media relations and blogger relationships



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