



# MEDIA RELATIONS NEXT PRACTICES FORUM

**MARCH 10, 2009 | 8:30 A.M.-5:00 P.M.**

**The National Press Club, Washington DC**

[www.prnewsonline.com/forum](http://www.prnewsonline.com/forum)

The PR News Media Relations Forum is a One-Day Gathering of Thought Leaders and Forward-Looking Communicators to Brainstorm Next Practices in Online and Offline Media Relations

**Register Now at [www.prnewsonline.com/forum](http://www.prnewsonline.com/forum).**

**Early Bird Registration Ends February 13, 2009!**



Presented by:

**PRNews**

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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](http://prnewsonline.com).



- ✓ Media Training
- ✓ Message Development
- ✓ Integrated Media Measurement
- ✓ Media Technology & Tools
- ✓ Digital Media Strategy
- ✓ Crisis Communications
- ✓ Marketing Communications
- ✓ Case Studies
- ✓ Social Media
- ✓ Blogging



**8:30 a.m.**

### Registration and Continental Breakfast Buffet

**9:00 - 9:30 a.m.**

### Opening Session - "Up Close and Personal: Shell Oil Company's Transformational Media Relations Campaign"

Shell Oil Company knew that its reputation management program, "A National Dialogue on Energy Security," would be a challenging media relations exercise on an unprecedented scale. The campaign has proven to be a highly successful initiative that is now in its next pivotal phase. Learn how Shell applied a flexible framework of strategic media relations to this transformational, award-winning campaign.

Hear a first-hand account from **Chris Bozman, APR, Communications Manager and Strategic Advisor, Shell Oil Company**

**9:30 - 10:30 a.m.**

### Lab: Media Training & Message Development - "Navigating Media Mazes and Minefields"

Even the most concise messages framed in carefully chosen media opportunities can prove ineffective when a poorly prepared spokesperson steps into the equation. This session will describe unbeatable techniques for avoiding unwanted surprises with journalists and getting the results you want, including ideas for:

- Using mapping techniques to match key messages for specific stakeholders
- Conducting your pre-interview due diligence
- Identifying the appropriate communicators to engage different audiences
- Putting executives at ease during tough interviews
- Verbal bridges to stay on point and regain control
- Budget considerations for setting up training modules or intensive programs

#### Speakers:

- **Andy Gilman**, President, CommCore Consulting Group
- **Kerry Green Zobor**, Vice-President and Managing Director, Consumer Media, World Wildlife Fund

**10:45 - 11:30 a.m.**

### Lab: Integrated Media Measurement - "Measuring Your Reputation's Complete Media Footprint"

With brands, issues and institutions achieving hyper-visibility on the air, online and in print around the world, tracking your organization's "media footprint" is more challenging than ever. Traditional editorial coverage combined with blogs, citizen journalism and peer reviews add new dimensions to reputation management. Go beyond gathering press and broadcast clips by understanding how to:

- 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

#### Speakers:

- **James Issokson**, Senior Business Leader, Reputation and Issues Management, MasterCard International
- **Patrick McCrummen**, Vice President/Communication and Marketing, American Red Cross

**11:30 a.m. - 12:15 p.m.**

### Case Study: Media Technology & Tools - "Powering up Public Affairs Communications"

Digital distribution platforms aren't just for popular consumer stories or major business announcements. Public affairs pioneers will take us behind the scenes of their issues-oriented communications programs that are being deployed through corporate blogs, online newsrooms, viral Web video sharing, social networking sites, and other alternative media distribution channels. 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

#### Speakers:

- **Monte Lutz**, Vice President - Digital Public Affairs, Edelman
- **Michele Mitola**, Vice President, Public Affairs, Forum Strategies & Communications
- **Greg Wilson**, Director, Stakeholder Relations & Issues Development, Altria Client Services, Inc.

**12:30 - 1:30 p.m.**

### Luncheon

We've designed a lunch around you and your colleagues to share ideas and challenges while you enjoy a nutritious lunch. Pick a table with a topic that appeals to you, or just network with your peers.

Table topics include:

- Best & Worst Media Pitches
- Talent Recruitment & Retention
- Social Media: When to Use, When to Avoid
- Getting the Best Value out of Your Budget
- Press Releases: SEO and Viral Techniques
- Blogger Relations Dos & Don'ts
- Crisis Communications
- Video & Radio for Media Relation

1:45 - 2:30 p.m.

### Case Study: Digital Media Strategy – “The Media Toolbox for a New Generation of Brand Ambassadors”

Gone are the days when a company’s reputation management efforts were focused primarily on mainstream media coverage. Media relations specialists must now deftly manage all manner of digital communications in order to fully support a corporation’s change in business strategy. Walk a mile in the shoes of PR insiders at top global firms that have embraced new media technology in their communications plans for bold corporate reputation initiatives.

**Moderator:**

- Courtney Barnes, Editor, PR News

**Speakers:**

- Bonin Bough, Global Director of Social Media, PepsiCo
- Steve Cody, Managing Partner & Co-founder, Peppercom

2:30 - 3:15 p.m.

### Case Study: Crisis Communications – “Media Relations Tactics for Tough Times”

As the nation copes with a tough economy, organizations large and small are responding with adjusted strategies to better navigate in current market conditions. Meet PR’s nimblest communicators who are ensuring brand resilience, and see how they’re shaping media outreach to achieve both short and term business strategies.

**Speakers:**

- David J. Albritton, Vice President, Communications - Defense Headquarters, ITT
- Christine Nyirjesy Bragale, ABC, Managing Director, Weber Merritt

3:30 - 4:15 p.m.

### Case Study: Marketing Communications – “Media Relations that Drive Bottom-Line Results”

Media relations strategists play critical roles in helping businesses drive revenue growth by developing new audiences through precise, relevant media placements. Understand how companies have successfully activated PR campaigns as part of cross-communications programs to drive sales within adjacent markets or extend demographic targets.

**Speakers:**

- Luke Lambert, Senior Vice President and Managing Director - New York, Gibbs & Soell Public Relations
- Gerard Meuchner, Director of Communications and Public Affairs, Eastman Kodak Company

4:15 - 4:30 p.m.

### Bloggers’ Last Call: Conference Summary

Top public relations and public affairs bloggers have been mixing it up all day in the audience and with speakers. Compare your conference notes with our panel of bloggers as they summarize the points from today’s exciting line-up of speakers and sessions.

**Speakers:**

- Laura Gross, Potomac Flacks Blog and President of Scott Circle Communications

- Richard Laermer, Bad Pitch Blog and CEO of RLM Public Relations
- Jeff Mascott, K Street Café Blog and Managing Director of Adfero Group
- Peter Shankman, Shankman Blog, CEO of The Geek Factory and founder of Help A Reporter Out

4:30 - 5:00 p.m.

### Closing Reception

Join us for a champagne toast and light refreshments at the conference closing reception. It’s the best way to get in your last bit of valuable networking time with industry peers and thought leaders.

### Pre-Conference Workshop, in partnership with Cision

Monday, March 9, 2009 | 1:30-4:30 PM | The National Press Club

Limited to 30 attendees of the Forum. Secure your spot now!

### Managing the Media Mix: How to Allocate Your Resources for Maximum Results

This hands-on session, led by Cision Senior Vice President K.C. Brown, will provide you with a framework for planning how you spend your time on various media relations efforts so that you have the right media mix to yield a high return on your investment of time and resources. This workshop will help you answer questions such as:

- How do I determine what audiences I need to reach, and the best media to reach them with?
- What kinds of research tools will help me target my audiences more effectively?
- How do I weight investments such as consumer and b2b media, social media programs, analyst/influencer programs?
- How do I develop messages that are consistent yet tailored to my various constituencies?
- How do I best monitor and measure results of these various elements of the media mix?
- How can I use data to justify my investments?

To register for this pre-conference workshop go to [www.prnewsonline.com/forum](http://www.prnewsonline.com/forum) or contact Saun Sayamongkhun at [ssayamongkhun@accessintel.com](mailto:ssayamongkhun@accessintel.com); 301-354-1610.

### Registration Information

- 1 Call 1-800- 550-2880
- 2 Fax the registration form to 301-576-8024
- 3 Go to [prnewsonline.com/forum](http://prnewsonline.com/forum)
- 4 Mail the registration form to: PR News/Saun Sayamongkhun 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](http://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 Saun Sayamongkhun at 1-800-550-2880 or [ssayamongkhun@accessintel.com](mailto:ssayamongkhun@accessintel.com).

### CANCELLATIONS

All cancellations are subject to a \$300 service fee (per attendee). Before Feb. 13, 2009, you will receive a refund of your payment minus the service fee. After Feb. 13, 2009, 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.

# 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
<b>Early Bird Ends Feb. 13, 2009</b>			

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](http://www.prnewsonline.com/forum)



MARCH 10, 2009 | 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