

**PR**News'

# HOW-TO Conference

The one-day *know it all* PR event

December 1, 2010 ■ The National Press Club ■ Washington, DC

**Register today at  
[www.prnewsonline.com/howto](http://www.prnewsonline.com/howto)**

**Space is limited, so register yourself and your team today at  
[www.prnewsonline.com/howto](http://www.prnewsonline.com/howto)!**

Presented by: **PR**News

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**Join PR News and your peers for this fast-paced information-packed day where you'll learn "How-To" 10 times over, plus forge new contacts and potential industry partners.**

PR News has designed a one-day event that cuts to the chase, providing you with smart, proven tactics to become a PR star. Whether you're 25 years in the field or tasked with doing more with less, this conference will give you ideas and guidelines to take back to the office and implement right away or when the time is right (you'll know). We've identified key areas of the communications profession that are must-know right now and for 2010. We've selected key thought-leaders who will teach you how to execute smart PR initiatives, how to be better at what you do and how to be a key contributor to your organization's goals.

Space is limited, so register yourself and your team today at [www.prnewsonline.com/howto](http://www.prnewsonline.com/howto).

## You and your team will discover the best ways to:

- Create an audit report to plan future communications strategies
- Build and maintain relationships with bloggers, media and other prominent influencers
- Respond quickly and transparently to your target audience and regain control of messaging during a crisis
- Build a measurement program on a limited budget
- Translate ROI results into the language of your management
- Create a well-developed communications program that motivates employees
- Train executives for any interview format
- Generate buzz and word of mouth around your launch
- Create authentic communication messages around your CSR efforts
- Leverage Twitter and Facebook to boost your social media PR efforts

## You'll Learn How to:

- Conduct a communications audit
- Identify and engage online influencers
- Measure your social media efforts
- Communicate during a crisis
- Tie PR to sales
- Media train top executives (and yourself) for multiple platforms
- Enhance and measure employee engagement
- Launch a new product or service with savvy PR
- Effectively communicate your CSR and green initiatives
- Leverage Twitter and Facebook to advance your PR

## Who Should Attend?

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

- Public Relations
- Digital and Social Media
- Community Relations
- Corporate Communications
- Word of Mouth Marketing
- SEM/SEO Management
- Brand Marketing
- Video Production
- Marketing Communications
- Employee Communications
- PR Business Development
- Human Resources
- Public Affairs/Issues Management
- Media Relations

## About PR News

The PR News family of products includes the weekly publication PR News, PR News Webinars and Workshops, the Platinum PR Awards, PR People Awards, CSR Awards, Nonprofit PR Awards, The 100 Best Case Studies Book, Guidebook to Best Practices in CSR, Guidebook to Best Practices in Measurement, Digital PR, Crisis Management and Media Training Guidebooks and PR News Webinars. For more information visit [www.prnewsonline.com](http://www.prnewsonline.com).

Register at [www.prnewsonline.com/howto](http://www.prnewsonline.com/howto)

**Bonuses for attending:**

- ✓ Tip sheet on identifying and engaging online influencers
- ✓ Exclusive access to all conference presentations online
- ✓ Certificate of Attendance
- ✓ Workbook & Attendee-only access to speaker presentations

**8:15 - 8:55 a.m.****Registration and Networking Breakfast****8:55 - 9:00 a.m.****Opening Remarks****Diane Schwartz**, Senior Vice President and Group Publisher, PR News**9:00 - 9:30 a.m.****How to Conduct a Communications Audit**

Conducting a communications audit can be one of the best ways to evaluate the effectiveness of your messaging in an increasingly crowded marketplace. Reviewing your communications program - from Web site copy to press releases to social media messages to overall branding initiatives - can lay bare its strengths and weaknesses, identify missed opportunities and provide the guidance you need to advance your program. Learn about the methodologies involved in conducting an audit and how to execute one for your PR department or client.

You will learn how to:

- Interview senior management to align communications with business goals
- Evaluate your past communications - both internal and external
- Survey your audience and community to provide feedback on your messaging
- Track media coverage to assess the reach of coverage
- Create an audit report to plan future communications strategies

**Trainer:** **Sydney Ayers**, APR President, Ayers Public Relations**9:30 - 10:00 a.m.****How to Identify and Engage Online Influencers**

Engaging bloggers, customers, the media and other stakeholders is both a challenge and an opportunity as social media becomes an integral tool for a successful PR strategy. Mapping technologies have simplified the process, but finding and connecting with key influencers still remains a challenge with new social media platforms and communities popping up every day. From "listening online" to monitoring conversations, this session shows you how to find the influencers that are vital to your campaigns.

You'll learn how to:

- Identify influencers through keyword searches
- Build and maintain relationships with bloggers, media and other prominent influencers
- Search social media platforms to find followers actively engaged with your brand
- Monitor your competition online and gain an edge
- Create a map to identify and organize influencers
- Communicate effectively with "badvocates"
- Measure the impact of your social media efforts

**Trainer:** **Idil Cakim**, Vice President, Golin Harris**10:00 - 10:15 a.m.****Networking Break****10:15 - 10:45 a.m.****How to Measure Your Social Media Efforts**

Measuring the results of social media activity now plays a big role when it comes to proving PR's contribution to business and organizational objectives. But linking tweets or blog posts to increased sales, brand awareness or an improved company reputation is no easy task. This session addresses all of your key

questions including: What are the best new measurement models that integrate social media outcomes? What tools and resources are needed to tie social media efforts to tangible business results?

You'll learn how to:

- Track sentiment on Twitter, Facebook and other influencer communities
- Integrate social media measurement with traditional techniques
- Build a measurement program on a limited budget
- Measure the influence of blogs, tweets and Facebook "likes" on your brand
- Link media coverage to business objectives
- Connect Web site traffic and online interaction to business outcomes
- Translate measurement into the language of senior management

**10:45 - 11:15 a.m.****How to Communicate During a Crisis**

Developing a well-thought-out crisis communications plan is vital to your organization's survival. And built into this plan must be the knowledge that all crisis responses will exist in perpetuity on the Internet. This session offers tactics for how to respond quickly and transparently to your target audience and how to regain control of messaging during a crisis.

You'll learn how to:

- Develop strategies for immediate crisis response
- Identify the best mix of traditional and digital media outreach
- Know when to respond - and when not to - after a crisis hits
- Determine which media and key influencers to reach out to during a crisis
- Craft consistent messaging for your spokespersons
- Rebuild confidence and trust with employees and key stakeholders

**Trainer:** **Karen Hinton**, President, Hinton Communications**11:15 - 11:45 a.m.****How to Tie PR to Sales**

Measuring PR's outcomes and role in driving the bottom line for your organization is the key to obtaining buy-in from your C-suite and stakeholders. But proper measurement is not done through tracking increased brand awareness and lead generation alone. Instead, you have to go one level deeper, to understand how PR can impact the sales process at every touch point. This session provides the tools and tactics for successful measurement including how to:

- Integrate PR with marketing, advertising and sales efforts
- Set goals and establish key performance indicators
- Integrate digital measurement with traditional metrics
- Conduct analysis of social media communication, including retweets and Facebook "likes"
- Translate ROI results into the language of your senior management
- Understand the underlying business objective to successfully link PR with business outcomes
- Develop a content strategy to support every step of the sales process
- Identify what percentage of PR efforts results in true ROI
- Translate ROI results into the language of your management

**Trainer:** **Don Bartholomew**, Vice President, Fleishman-Hillard**11:45 a.m. - 12:00 p.m.****Networking Break****12:20 - 1:15 p.m.****Luncheon & Keynote Presentation**

**1:15 - 1:30 p.m.**

**Networking Break**

**1:30 - 2:00 p.m.**

**Participants' Choice**

What's keeping you up at night? What subject, challenge or tool do you want to learn about to enhance your PR skills? We're giving you the chance to select a topic to add to this agenda. Fill in your topic of choice on the registration form and we'll announce the winning topic prior to the program.

**2:00 - 2:30 p.m.**

**How to Media Train Top Executives (and Yourself) for Multiple Platforms**

Recent corporate crises have highlighted the importance of training company spokespeople and top executives to work effectively with the media. One poorly crafted statement can spell disaster when managing your company's reputation. Learn the best crisis-diffusing techniques for any media format - from prepared statements to impromptu interviews to online platforms.

You'll learn how to:

- Provide transparent and authentic information
- Manage sensitive issues during an interview
- Deliver consistent messages across all media
- Field difficult questions and bridge to positive answers
- Develop clear and concise messages
- Be a reliable source for journalists
- Train executives for any interview format

**Trainer:** Andrew Gilman, *President and CEO, CommCore Consulting Group*

**2:30 - 2:45 p.m.**

**Networking Break**

**2:45 - 3:15 p.m.**

**How to Enhance and Measure Employee Engagement**

In this age of company downsizing and mergers, employee communications has become a top priority for PR and communications professionals. Learn how to create a well-developed communications program that not only motivates employees, but also generates stronger employee retention rates, increased productivity and higher bottom-line returns.

You'll learn how to:

- Build a strong foundation for internal communications
- Manage and monitor what employees are saying about the company online
- Conduct a needs analysis to identify areas of improvement
- Survey employee surveys and use feedback effectively
- Communicate to employees during a downturn, layoff or buyout
- Increase and leverage employee engagement with transparency and two-way communication
- Measure employee satisfaction and engagement

**Trainer:** Catherine Hernandez, *Vice President, National Corporate Communications, Kaiser Permanente*

**3:15 - 3:45 p.m.**

**How to Launch a New Product or Service With Savvy PR**

The successful launch of a new product or service requires more than just a good product - it requires an effective PR strategy. This session provides a roadmap for integrating PR and marketing tactics to raise awareness, position the product and obtain buy-in from potential customers.

You'll learn how to:

- Manage the communications stages of a product launch
- Generate buzz and word of mouth around your launch
- Integrate PR efforts with marketing and advertising
- Leverage digital communications to launch your product
- Hold effective events for your new product or service
- Identify and leverage ongoing post-launch PR opportunities
- Measure PR's success in a product or service launch

**Trainer:** Lindsey Brown, *Director of Marketing and Public Relations, Greater Houston Convention and Visitors Bureau*

**3:45 - 4:15 p.m.**

**How to Effectively Communicate Your CSR and Green Initiatives**

CSR and green initiatives have become an essential counterbalance to the erosion of the public's trust in business and are more important than ever. CSR has moved to the top of the priority list for PR practitioners who recognize that an organization can reap reputational and financial gains from a strong responsibility program. Learn the best techniques to develop a CSR strategy, incorporate social responsibility into your overall business plan and build partnerships with nonprofits and the community.

Your trainer will show you how to:

- Create authentic communication messages around your CSR efforts
- Develop a strategy for launching CSR or green PR campaigns
- Determine which issues and causes are the best fit for your organization
- Increase employee engagement in CSR initiatives
- Measure the ROI for your CSR campaigns
- Tie your CSR and green PR efforts to reputation and sales

**Trainer:** Frank Mantero, *Director, Corporate Citizenship Programs, GE Corporation*

**4:15 - 4:45 p.m.**

**How to Leverage Twitter and Facebook to Advance Your PR**

You have a Twitter account, a Facebook page and a strong number of followers. You "listen" to your stakeholders and share valuable information to your community. But, are you ready to take these social media platform to the next level - to really use Twitter and Facebook to target your audience, monitor industry trends or increase sales?

Learn advanced techniques to boost your social media PR efforts, including how to:

- Increase your network of Twitter followers and Facebook likes
- Incorporate images, video and surveys into your tweets
- Conduct keyword searches to monitor industry trends
- Use Facebook Connect to engage fans
- Leverage Twitter to increase traffic to your Web site
- Link Twitter and Facebook to business goals

**Trainer:** Shauna Causey, *Communications Manager, Comcast*

**4:45 - 5:15 p.m.**

**Commencement and Networking Reception**

**REGISTRATION INFORMATION**

- 1 Call 301-354-1610
- 2 Fax the registration form to 301-576-8024
- 3 Go to [prnewsnowsonline.com/summit](http://prnewsnowsonline.com/summit)
- 4 Mail the registration form to:  
 PR News/Elizabeth Brown  
 4 Choke Cherry Rd. 2nd Floor  
 Rockville, MD 20850

**REGISTRATION FEES**

	Individual	Group
Early Bird	\$795	\$745
Regular Rate	\$895	\$845
<b>Early bird ends November 5</b>		

**CANCELLATIONS** All cancellations are subject to a \$300 service fee (per attendee). Before November 5, 2010, you will receive a refund of your payment minus the service fee. After November 5, 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.

**VENUE INFORMATION**

National Press Club  
 529 14th St NW # 1300  
 Washington, DC 20045  
 Visit [prnewsnowsonline.com/howto](http://prnewsnowsonline.com/howto) for other hotel options in the area.

**QUESTIONS?**

If you'd like to register by phone or have questions regarding the program, please contact conference coordinator Elizabeth Brown at [ebrown@accessintel.com](mailto:ebrown@accessintel.com)

# REGISTRATION FORM

See inside for details on registration options.

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

## REGISTRATION

	Individual	Group
Early Bird	\$795	\$745
Regular Rate	\$895	\$845
<b>Early Bird Ends November 5, 2010</b>		

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

**VIP CODE:**

## PR News

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- 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/howto](http://www.prnewsonline.com/howto)

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What topic do you want to add to the agenda?