

Early Bird Rate Ends Nov. 22!

PRNews'

MEDIA RELATIONS

NEXT PRACTICES CONFERENCE

Social Media | Measurement | Media Training | Crisis Management

December 12, 2013 | National Press Club, Washington DC

www.prnewsonline.com/media-relations2013

PRNews' MEDIA RELATIONS NEXT PRACTICES CONFERENCE

Social Media | Measurement | Media Training | Crisis Management

December 12, 2013 | National Press Club, Washington DC

Join us on Dec. 12, 2013, for PR News' annual Media Relations Next Practices Conference at the esteemed National Press Club in Washington, D.C., and get the latest best practices on building relationships with journalists and bloggers, finding and engaging with the right reporters and influencers on social networks and communicating with the media in a crisis while never losing sight of your core messages. You'll hear case studies of organizations that have successfully entered the realm of branded content, and learn which journalistic techniques you can apply in the crafting of your own content.

Come prepared to be immersed in the how-to content you need to compete in the media landscape of 2014. Throughout the day, you'll have the chance to get your questions answered, to network with PR colleagues and make meaningful new connections to kick off a successful 2014 for you and your team!

BONUSES FOR ATTENDING:

- Press Release Checklist: Words & Phrases that Work and Others that Flunk
- Media Messaging Map
- Exclusive: Results of PR Perception Survey: What Journalists Think
- Press Release Checklist: Words & Phrases that Work and Others that Flunk
- Media Messaging Map
- Exclusive: Results of PR Perception Survey: What Journalists Think
- Certificate of Attendance
- Attendee Workbook
- Attendee-Only Access to Speaker Presentations
- Earn 8 points toward your PR News Certificate in Social Media

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
- Publicity
- Brand Marketing
- Video Production
- Marketing Communications
- Employee Communications
- Pr Business Development
- Human Resources
- Public Affairs/Issues
- Management
- Media Relations
- Research
- Analytics
- Measurement

SPONSORS:



The Graduate School
of Political Management
THE GEORGE WASHINGTON UNIVERSITY



About PR News: PR News is a daily intellectual hub that serves the communications and marketing community at corporations, agencies and nonprofits. The PR News group focuses on honing and growing PR practitioners' skills in social media, crisis management, digital PR, measurement, employee relations, media training, CSR and writing through its flagship newsletter, webinars, conferences, awards programs, workshops and guidebooks. With the launch of its weekly newsletter over 70 years ago, PR News has remained dedicated to supporting the growth of communicators all while keeping them abreast of the latest news affecting the industry. For more information, please visit www.prnewsonline.com.

Register at www.prnewsonline.com/media-relations2013 | Media Relations Next Practices Conference | December 12 | Washington, DC

What We'll Cover

8:30 - 8:45 a.m. - Wake-Up Call: The Media Landscape & PR's Role

You'll get a morning blast about the new media ecosystem—who and what is media, who and what is not media and how PR's role has changed in the past few years.

8:45 - 9:15 a.m. - Story Pitching Techniques You'll Need in 2014

Getting coverage for your product, service or clients comes down to your ability to tell a compelling story in the flash of an instant via text, images or video. Journalists are under intense pressure to produce content quickly, and in this session you'll learn which pitching techniques will help you break through the clutter in 2014 and beyond.

You'll learn how to:

- Anticipate what makes a journalist, TV producer or blogger instantly delete an email pitch
- Craft an email subject line that speaks to a particular journalist's needs
- Choose the best times to email a pitch
- Do the work for journalists by indicating trends and offering industry insight and expert sources in your pitches
- Make images and video part of your pitches

9:15 - 10:00 a.m. Craft Press Releases (and all PR Content) From the Journalist's POV

In this session, you'll learn how to apply journalistic techniques to your press releases and corporate blogs. You'll increase the chances that your press release will be the 1 out of 25 releases that actually gets read and used by the media, and the chances that your blog posts will lead to social shares and media coverage of your organization.

You'll learn how to:

- Apply the first-best-only axiom to determine if your content is really newsworthy
- Write an attention-grabbing headline
- Capture and hold attention with your lead paragraph
- Zoom in on the benefits of a product or service
- Use statistics and data to provide context in your press releases and blog posts
- Write journalistic, short, succinct sentences free of hype

10:00 - 10:15 a.m. - Networking Break

10:15 - 11:15 a.m. - Find and Engage With the Right Journalists and Influencers on Social Media

Social media has changed the nature of news cycles, and even the basic definition of media players. Do bloggers count as influencers? Can we take citizen journalism seriously? How do you best reach the different types of outlets? In this session, you'll get tips and real-world examples of how to use social media to engage and remain in-touch with influencers, whether they are reporters working for traditional media brands or up-and-coming bloggers.

You'll learn how to:

- Include the right kind of information in your personal and organization's social media profiles to make it easier for journalists to find you
- Determine when a journalist will be receptive to pitches on Twitter
- Be more resourceful in finding journalists on LinkedIn and Muck Rack
- Build relationships with journalists and influencers on social channels
- Contribute transparently to conversations on social platforms to communicate subject matter expertise
- Strike the ideal balance among informative, entertaining and promotional social posts

11:15 - 11:45 p.m. ROI Essentials: How to Measure the Impact of Your Media Campaigns

Our PR measurement expert will show you how to make the business case for your media relations efforts—before you send your first email pitch or retweet an article by a leading journalist in your market. After this session you will think twice before launching a media relations campaign that does not tie into a specific organizational goal held dear by your senior leaders.

You'll learn how to:

- Develop quantitative, desired outcomes that you can actually reach
- Establish clear expectations from senior leaders of your media relations programs
- Use a logic model to map all the factors you're considering for your campaign
- Establish specific measurements for each aspect of your campaign
- Present and report results

11:45 a.m. - Noon - Networking Break

Noon – 1:00 p.m. Luncheon Keynote Presentation: Forbes' Lewis D'Vorkin—The Future of Authoritative Journalism and the Rise of Branded Content

As our first afternoon session will show, organizations are leaping headfirst into content production, and PR professionals are leading the way. But they still seek to be connected to and covered by authoritative and trusted media brands—and perhaps that's more important than ever given the proliferation of media voices. In his keynote address, Lewis D'Vorkin, chief product officer for Forbes, will discuss the future of traditional, authoritative journalism in an era in which brands also see themselves as publishers and content creators.

1:00 – 1:15 p.m. - Networking Break

1:15 – 2:00 p.m. Show & Tell: Examples of Content Marketing That Connects to the Bottom Line

Call it content marketing or branded content—whatever name you apply, more and more organizations are devoting communications resources to producing influential, shareable and useful content. We'll look at several content marketing programs that had high returns for their companies and met or exceeded expectations. Each example of content marketing will be analyzed for its objective, execution and metrics used to show success.

You'll learn how to:

- Craft an objective for your content marketing programs and measure their success
- Find and create the content you need with minimal resources
- Integrate content marketing into your communications strategy
- Increase the likelihood that your content will be shared on social channels
- Pitch your branded content to media outlets
- Drive traffic to your website with your branded content
- Set up a metrics framework from the outset of your content program

Brand journalism as a term doesn't feel right to me – I vote for sticking with Content Marketing or Branded Content

2:00 - 2:45 a.m. – Crisis Clinic: Media Relations Survival Tactics During a Crisis

Our crisis management experts will share the best ways to use your social media channels as your first line of communications; craft a single core message that is communicated by all spokespeople; and put your stakeholders first in all communications with the media. Don't miss this opportunity to equip yourself with the skills you'll need to lead your organization through a crisis.

You'll learn how to:

- Develop a strategic, coordinated and rehearsed social media plan
- Communicate with the media within minutes of a crisis and stay engaged
- Influence which visuals are shared during a crisis
- Communicate with a unified voice
- Put a specific company face front and center in a crisis
- Build in time to coach spokespeople to handle difficult questions from the media
- Measure the success of your crisis management efforts

2:45 - 3:00 p.m. - Networking Break

3:00 – 3:45 p.m. Media Training Essentials: How to Handle Difficult Questions in Interviews

Message control—or, rather, message influence—has never been more important or slippery than it is now, when everyone with a mobile phone is a potential roving news team with instant access to massive audiences. Our media trainer will prepare you to handle difficult questions from journalists, bloggers and your customers—and give you the tools you need to become your organization's internal media trainer.

You'll learn how to:

- Develop sound bites/message points
- Use bridging techniques
- Prepare for different kinds of interviews
- Get senior management buy-in for formal media training

3:45 - 4:15 p.m. Face-Off: Relationship- Building Tips for PR Pros & Journalists

PR pros and journalists will participate in a face-off as they share ways in which their working relationships can improve. Get ready for a no-holds-barred exchange of ideas—and come armed with your own questions and be prepared for some tough answers.

PRNews' MEDIA RELATIONS

NEXT PRACTICES CONFERENCE

Social Media | Measurement | Media Training | Crisis Management

December 12, 2013 | National Press Club, Washington DC

FOUR
EASY
WAYS TO
REGISTER



Web:
www.prnewsonline.com/media-relations2013



Phone: 301-354-1694



Fax this completed form to:
301-309-3847



Mail this completed form to
PR News/Saun Sayamongkhun
4 Choke Cherry Rd, 2nd Floor
Rockville, MD 20850

When faxing or mailing, please photocopy the form for each registrant.
Access Intelligence Federal Tax ID#: 52-2270063

Registration Fee - Early Bird Rates End Nov. 22

Registration Type	Early Bird	Regular Rate
Individual Conference Only	\$895	\$995
Group Conference Only	\$845	\$945

Please make a copy of this registration form for each person you are registering.

Group = Per person fee for two or more from the same company.

Contact Information

Name _____
 Title _____
 Company/Organization _____
 Address _____
 City _____ State/Province _____
 Zip/Postal Code _____ Country _____
 Phone _____ Ext _____
 Fax _____
 Email _____

(Required to confirm registration)

Payment Information

Credit Card: Visa American Express MasterCard Discover

Card Number _____
 Expiration Date _____
 Name as Shown on Card _____
 Signature _____

Online: www.prnewsonline.com/media-relations2013
Call: 301-354-1694 • **Fax:** 301-576-8024

Questions Contact: Marketing Coordinator,
Saun Sayamongkhun at saun@accessintel.com.

Venue Information:
National Press Club
529 14th Street, NW
Washington, DC 20045

For sponsorship information: Contact
Diane Schwartz, SVP, PR News at
dschwartz@accessintel.com.

Cancellations: All cancellations are subject to a \$300 fee (per attendee). Before November 22, you will receive a refund, minus the fee. After November 22, your payment will be credited toward a future PR News Conference.

Register at www.prnewsonline.com/media-relations2013