

Enterprise Center Workshop – January 14, 2010

Getting Past the Gatekeepers: Getting Publicity in the Print and Digital Media

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Workshop Outline

- ❖ Speaker Introductions – Who we are, our backgrounds, work we do for clients

- ❖ Quick Review: the difference between PR, Advertising & Marketing

- ❖ How the media world has changed – and what that means for you

- ❖ “Traditional” vs. “social” media – and why you must consider both

- ❖ Great Expectations: What you can expect PR to do for you

- ❖ News Releases: How to write and use them most effectively

- ❖ PR as Process: Targeted pitching and relationship building

- ❖ Experts Wanted: Inserting yourself into the news of the day

Questions?