

Public Relations for Small Businesses

Thursday, March 4 from 3 to 6 p.m.

Learn the Secrets to Winning Free Press & Positioning Yourself as an Authority!

We know these are challenging times for many small businesses.
Marketing dollars are limited, but quality exposure is critical to success.

If you don't spend another cent on any other marketing this year,
you will want to invest in this comprehensive PR & Social Media Workshop!

Networking, wine, beer, and appetizers to follow Workshop.

- - - LEARN THE SECRETS OF PR & SOCIAL MEDIA PRO'S - - -

- ✓ MAKE REPORTERS AND PRODUCERS YOUR NEW BEST FRIENDS.
- ✓ LINKED IN, FACEBOOK & TWITTER ...DO's & DON'T's ...AND IS IT WORTHWHILE FOR YOU?
- ✓ CREATE AN EDITORIAL CALENDAR FOR YOUR BUSINESS SO YOU CAN BE **RELEVANT AND CONSISTENT** WITH YOUR MEDIA PITCHES AND SCORE COVERAGE.
- ✓ LEARN HOW TO TAILOR AND TIME MEDIA PITCHES AND INCREASE YOUR CHANCES OF COVERAGE.
- ✓ GET TIPS ON HOW *EXACTLY* TO USE PRESS RELEASES, MEDIA ADVISORIES, CALENDAR LISTINGS.
- ✓ KNOW HOW AND WHEN TO EXECUTE MEDIA DROPS... SO THAT YOU GET NOTICED.
- ✓ FIND OUT HOW TO MAKE THE MOST OF ANY INTERVIEW OPPORTUNITY – PRINT OR BROADCAST!
- ✓ HOW TO SET UP YOUR OWN ONLINE PRESS ROOM... AND WHAT TO INCLUDE SO YOU CAN HELP MEDIA GUESTS EASILY ACCESS WHAT THEY NEED.
- ✓ FIND OUT WHERE TO GO TO MEET AND NETWORK WITH VALLEY MEDIA.
- ✓ RECEIVE YOUR OWN (PRICELESS) MEDIA LIST
(INCLUDES *ALL CONTACT INFORMATION* YOU NEED TO REACH EDITORS, REPORTERS, PRODUCERS WHO COVER YOUR INDUSTRY. YOUR LIST IS CUSTOM MADE WHEN YOU REGISTER, AND IS READY FOR YOU AT THE SEMINAR!)

Typical local monthly PR retainer: \$3,000

Register by March 1st and pay only \$49 per ticket

For more information or to reserve your spot, please email: jen@kwprgroup.com

Pay by check or cash at event check-in.

Cost for companion ticket: \$30

We encourage you to invite someone from your team to attend this valuable seminar with you!
You will then have someone to help you implement your PR strategies.