

The Public Relations Society of America and Fleishman-Hillard

Present:



Register at
www.prsaie.org

Host Sponsor

California Inland Empire Chapter



Western District Conference

www.prsaie.org

April 28-30, 2010

Riviera Resort & Spa
in Palm Springs, CA

Presenting Sponsor

FLEISHMAN
INTERNATIONAL COMMUNICATIONS
HILLARD

www.fleishman.com

Sponsored by



PACE LITHOGRAPHERS, INC.
www.pacelitho.com



fiftyX

Magnify Your Marketing
www.fiftyx.com



Meet us in the desert!

Join your fellow Western District PRSA practitioners for a spring getaway in America's Desert Playground! Work in two days of networking, panel discussions and presentations in sunny Palm Springs ... where it's BETTER, BOLDER and BEAUTIFUL.

This year's jam-packed lineup of industry leaders and cutting-edge workshops will provide you with valuable tools and insight to strategically navigate your organization through today's rapidly changing communications landscape.

Learn from award-winning case studies. Engage in sessions with industry icons. Share best practices. Take away the very best tips and apply them today!

Plus, don't miss an opportunity to meet West Coast media contacts and network with industry professionals from throughout a five-state region that includes Arizona, California, Colorado, Hawaii and Nevada.

Here are some of the things you will learn:

- **How to debunk common myths** – such as “PR is impossible to measure!” – that undercut the effectiveness of PR and obscure its real value. Case studies include well-known companies such as General Electric, FedEx, Procter & Gamble, Merck, Boeing and Intel.
- **Harness the power of social media** – Position yourself as a strategic counselor, build your own and your organization's social media expertise and achieve measurable results tied to business goals.
- **Learn what role you can play as a PR practitioner and strategist to elevate the trust of your stakeholders.**
- **How to make your story survive** – Learn how to navigate in the cluttered news media landscape and move your story to the front of the line.
- **The “how-to's” of Web 2.0** – Give into your inner geek and get into the nuts and bolts about web services and online newsrooms to discover what may work for your organization.

Register Online Today! www.prsaie.org

Who Should Attend?

- Strategic Communicators
- Public Relations and Marketing Professionals
- Social Media Experts and Novices
- Crisis Communicators and New Media Practitioners
- Industry Professionals Who Manage the Full Spectrum of Delivering Results

Here's How to Register Today!

Browse online: www.prsaie.org

Early Registration Ends March 18, 2010!

\$185.00 PRSA and PRSSA Member
\$225.00 Non-Member

Regular Conference Admission
(after March 18)
\$225.00 PRSA and PRSSA Member
\$255.00 Non-Member

Conference Hotel Rate
\$169.00 per night
(rate valid through March 28, 2010)

Promo Code: *Public Relations Society of America*

Or, mail the registration form and payment to:

PRSA-CIEC
ATT: Western District Conference
P.O. Box 12127
Mall Boulevard, Ste. A213
Victorville, CA 92392



1600 N Indian Canyon Drive
Palm Springs, CA 92262

For hotel and travel details go to
www.prsaie.org

2010 PRSA Western District Conference Schedule

Day One:

Wednesday, April 28

12:30 p.m. – 3:30 p.m.

Quick Start Leadership Program This three-hour leadership session talks about chapter strategic planning, keeping your chapter financially stable, and the national and regional resources to help you and your chapter succeed. If you are committee chair, chapter leader, or just thinking about taking a more active role with the country's largest PR association, don't miss it. **Note:** This is a separate pre-conference session with a registration fee of \$35 per person and registration is handled separately from conference registration. Learn more and sign up today.

4:00 p.m. - 5:30 p.m.

Western District Board Meeting

6:00 p.m. - 7:30 p.m.

Reception: Welcome to the 2010 Western District Conference

Day Two:

Thursday, April 29

7:30 a.m. – 8:15 a.m.

Continental Breakfast/Networking

8:15 a.m. – 8:30 a.m.

Welcome and Introductions

8:30 a.m. – 9:30 a.m.

Lessons from a Downturn Economy – A Perspective on 360-Degree Communications

This two-part discussion reflects on the changes and challenges of the past year; what contributed to enhancing or damaging reputation, and the role of PR counselors in leading the integration of their and their organizations' marketing communications.

Session Leader: Della Sweetman, Senior Partner and SVP/General Manager Southern California, Fleishman-Hillard International

BREAKOUT SESSIONS 1:

9:30 a.m. – 10:15 a.m.

Mastering Social Media Skills – Three Top Concerns for PR

Authentic strategic counseling, social media expertise, achieving ROI.

Speaker: Sally Falkow, President and Social Media Strategist, Expansion Plus

Quantitative and Qualitative Measurement in PR

Understand the impact of your PR campaigns and data collected to support your efforts.

Speaker: Johna Burke, Senior VP, Marketing and Communication, BurrellesLuce

Outreach – Tapping the Power In The Gay and Lesbian Community

Research-based tips and techniques for reaching this influential market.

Speaker: David Paisley, Senior Director, Community Marketing

10:15 a.m. – 10:30 a.m.

BREAK

BREAKOUT SESSIONS 2:

10:30 a.m. – 11:15 a.m.

Crisis Communications – The American Red Cross Finds Relief Through Social Media

Speaker: H.T. Linke, National Communications Co-Executive, Disaster Services American Red Cross

Content Marketing for Public Relations Professionals

Publish fresh, relevant and link-worthy content

Speaker: Paul Roetzer, President, PR 20/20

Social Media Ethics and Policy In Today's Time-Sensitive World

Speaker: Ron Smedley, President, Synergistic Resource Associates

BREAKOUT SESSIONS 3:

11:15 a.m. – 12:00 p.m.

Crisis Communications – Life at the Agency, Post-Octomom

L.A. agency partner shares lessons learned.

Speaker: Michael Furtney, Managing Partner, Killeen-Furtney

5 Keys to Successful Social Media Strategy in 2010

How to mobilize millions into action across the globe

Speaker: Ravit Lichtenberg, Founder and Managing Partner, UStrategy

Get To The Root Of It: How Grass Roots Community Relations Will Deliver Successful Results – Turning Community Leaders Into Champions

Speaker: Noelle Afualo, Manager of Public Relations, CALTROP Corporation

12:00 p.m. – 1:00 p.m.

Unleashing the Power of PR

Using case studies from his best-selling book and consultative best practices in public relations, Mr. Weiner will discuss how practitioners can establish value in their organizations, and within the industry.

KEYNOTE PRESENTER: Mark Weiner, Author and CEO of PRIME Research

1:00 p.m. – 2:30 p.m.

Media Panel

Featuring Newsweek, Wired, and representatives from other major newspapers, networks and blogs.

Moderator: Steve Hawkins, former West Coast Bureau Chief for U.S. News and World Report and current managing partner at PainePR

2:30 p.m. – 3:30 p.m.

Strategic Social Communications Panel

Featuring Jennifer Benz, Founder and Chief Strategist, Benz Communication,

Speaker: Sally Falkow, Expansion Plus • Ravit Lichtenberg, UStrategy

BREAKOUT SESSIONS 3:

3:30 p.m. – 4:30 p.m.

Web 2.0 "Geek Labs"

Give into your inner geek. Choose from one of three "how to" sessions:

Twitter Talk – Tweet, Follow and Measure

Speaker: Serena Ehrlich, SVP, Social Media, Startup Army

The Challenging Face of Search – Advanced tips for the analyst

Speaker: Bonnie Parrish-Kell, Chief Media Strategist, Dancing Rabbits

Everything About Online Newsrooms – Lead and reach major news outlets

Speaker: Pete Codella, APR, President, Codella Marketing

Day Three:

Friday, April 30

7:30 a.m. – 8:30 a.m.

Continental Breakfast/Networking

8:30 a.m. – 9:30 a.m.

Public Affairs in the Brave New World

Speaker: Dan Schnur, Director, Jesse M. Unruh Institute of Politics, University of Southern California

9:30 a.m. – 9:45 a.m.

BREAK

9:45 a.m. – 10:30 a.m.

Mastering Web Video Strategy for PR

New Techniques Strategists Can Use to Build Buzz on YouTube and Beyond

Speaker: Mike McDougall, APR, Vice President, Corporate Communications and Public Affairs, Bausch & Lomb

10:30 a.m. – 11:30 a.m.

The Sunrise Powerlink Project: An Award-Winning Silver Anvil Case Study

Speakers: Laura McDonald, San Diego Gas & Electric, Chris Wahl, Southwest Strategies, Buz Schott, Capital Strategies

2010 Program Highlights

- Mastering Web Video Strategies for PR
- Strategic Social Media
- Community Marketing
- Crisis Communications
- 5 Keys to Successful Social Media Strategy in 2010
- Social Media Ethics and Policy
- Content Marketing for PR Professionals
- Quantitative and Qualitative Measurement in PR

REGISTER ONLINE TODAY!

Browse online: www.prsaie.org

Or, mail the completed registration form to:
PRSA-CIEC Attn: Western District Conference
P.O. Box 12127, Mall Boulevard, Ste. A213
Victorville, CA 92392

FOLLOW US: twitter.com/prsaie

facebook.com/PRSACaliforniaInlandEmpireChapter

linkedin.com/commonSearch?type=people&keywords=PRSA+Inland+Empire&search=Search

About PRSA-California Inland Empire Chapter

Formed in 1965, the Inland Empire Chapter of the PRSA serves to bring together public relations professionals in San Bernardino and Riverside Counties. The Inland Empire chapter is one of 10 in the PRSA's Western District, which is comprised of the states of Arizona, California, Colorado, Hawaii and Nevada. Our members represent nearly every business and industry practice area within the public relations field, including government, health care, education and travel, counseling firms and associations.

About Fleishman-Hillard

Public Relations, Public Affairs and Marketing Communications That Deliver Results

Fleishman-Hillard international communications delivers successful communications campaigns for its clients. That was true in the 1940s, when the company was founded, and continues today in the complex media landscape you face. Headquartered in St. Louis, Fleishman-Hillard is part of Omnicom Group Inc., a leading global marketing and corporate communications company.

REGISTRATION

REGISTRATION IS FINAL. NO REFUNDS. NO EXCEPTIONS. THANK YOU.

Yes, I will attend!

Register and pay online. Visit www.prsaie.org

The two-day conference hosted by PRSA-CIEC accepts:

American Express • Discover • MasterCard • Visa

Registration Fees

	PRSA/PRSSA	Non-Member
Early Bird	\$185	\$225
Regular	\$225	\$255

Early Bird Ends March 18, 2010

Yes, I would like to attend the Quick Start Leadership Program for an additional \$35.00.

(Please include this amount on your check.)

Or, make check payable to "PRSA-CIEC"

Mail the completed registration form and payment to PRSA-CIEC Attn: Western District Conference, P.O. Box 12127, Mall Boulevard, Ste. A213, Victorville, CA 92392.

Attendee's Name: _____ Title: _____

Organization: _____

Address: _____

City: _____ State: _____ ZIP/Postal Code: _____

Telephone: _____ Fax: _____

E-mail: _____

California Inland Empire Chapter



P.O. Box 12127
Mall Boulevard, Ste. A213
Victorville, CA 92392
www.prsaie.org