



NEW YORK CITY



*Architects of Change, Advocates of Understanding:
Advancing the Public Relations Profession*

PRSA INTERNATIONAL CONFERENCE

OCTOBER 23-26 • 2004

PRE-CONFERENCE SEMINARS

SATURDAY, OCTOBER 23 & SUNDAY, OCTOBER 24

SAT. HALF DAY 1:00pm – 5:00pm

SEMINAR 7

Understanding Your Publics: How to Conduct a Communications Audit

SEMINAR OVERVIEW

As a public relations practitioner, you can be only as good as your tools. Here is one of the latest and most effective tools — the Communications Effectiveness Study (CES) or audit process. The CES informs participants of the tools and skills required to assure that the message shapers and the message senders are in sync about message content and impact. Presenters will outline a CES using actual case studies. Understand why, when and how a CES is conducted, and who and what are studied. You'll learn about setting scope and objectives; conducting in-depth interviews, focus groups, surveys and material reviews; completing media and competition analyses; and evaluating the public relations function.

SEMINAR HIGHLIGHTS

- Understand the purpose and procedures of a communications effectiveness study.
- Be familiar with the steps involved conducting a CES and know what can and cannot be done by internal staff versus consultants.
- Know how to apply the results of a CES to structure change and improve communication.

SEMINAR INSTRUCTORS

Laura A. Carr, principal, LA Carr Communications, Cincinnati, OH

Peter H. Hollister, APR, Fellow PRSA, CPRC, principal & counsel, Hollister, Trubow & Associates, Florence, KY

Jay D. Rayburn, APR, Fellow PRSA, CPRC, associate professor, Florida State University, Tallahassee, FL

Patricia Trubow, APR, Fellow PRSA, principal & counsel, Hollister, Trubow & Associates, Florence, KY

SUNDAY HALF DAY 8:00am – 12:00pm

SEMINAR 8

Building a Productive Organizational Culture: Why the Practitioner Is Indispensable

SEMINAR OVERVIEW

Public relations practitioners are often accused of being nothing more than tacticians or, worse, organization mouthpieces with little effect on productivity. Management's mantra — that organizational productivity directly affects the bottom line — may work further to marginalize the public relations function because what management often loses sight of is the fact that productivity is directly linked to employee morale. Morale, though, is directly affected by leadership decisions and actions. Public relations practitioners, because of unique organizational placement, *are* the architects needed to guide culture, morale and productivity. So, really, it is the responsibility of public relations professionals to help the organization move forward by understanding and communicating the cultural forces at work in a given situation. This seminar will explore behavioral strategies and discuss a variety of programs that can assess and, over time, change an organization's culture by impacting employee and leadership behavior while contributing to an increased bottom line.

SEMINAR HIGHLIGHTS

- Explore research methods for identifying barriers and affinities in building a productive culture.
- Learn about and build a game plan for integrating the culture at all levels of the organization.
- Find out how to plan for an evaluation and follow-up.

SEMINAR INSTRUCTORS

Ann Getman, APR, principal, Getman Strategic Communications, Cambridge, MA

John Lyday, senior counsel, Jackson Jackson & Wagner, Waukegan, IL

Robin Schell, APR, senior counsel, Jackson Jackson & Wagner, Amesbury, MA

Stacey Smith, APR, senior counsel, Jackson Jackson & Wagner, Rye, NH

SEMINAR 9

Forget the Wind-Up... Just Pitch!

SEMINAR OVERVIEW

Pitch like an "insider" through this exclusive program: Make it *fresh*. Make it *fast*. Make it *fit*. This workshop is a rare opportunity for participants to be coached by a national Emmy Award-winning television news veteran who will reveal the inside game of network television news. Being able to deliver your message with a pithy "headline" not only gives you the edge but scores a home run with your intended media target. You're up in three...two...one to pick up both verbal and nonverbal techniques, plus a Communication Playbook and a Readiness Rules tip card. The tactics presented in this session will enhance your natural style by turning your strengths into a hit and canceling your errors.

SEMINAR HIGHLIGHTS

- How to pump up your pitch.
- "Test drive" your pitch on-camera.
- Forge an instant connection with a producer, an editor or a reporter.

SEMINAR INSTRUCTOR

Heidi Berenson, president, Berenson Communications, Inc., Washington, D.C.