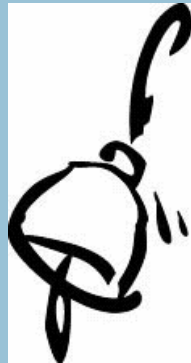


The Publicity Club of New England
PO Box 514
Rowley, MA 01969

The Publicity Club
of New England
proudly presents

Public Relations Writing Workshop

**Your choice—
six-part evening series
or full day event
in March 2009**



www.pubclub.org

Improve your writing, learn something new

**Advice and tips for everyone,
from the novice to the pro**

The Publicity Club of New England is proud to bring its popular writing workshop series to you in a full-day seminar or a six session evening series.

Combining general information on improving your writing and tips for PR-specific documents with insights for special circumstances and channels, this seminar offers something for everyone. Veteran writers can't help but feel refreshed—and reminded—while fine tuning their pitch writing and writing in a crisis situation. Novice writers will learn the intricacies of PR writing and gain experience in interviewing for writing and editing tips.

Register today. All full day and full series attendees will receive a binder of all presentations. Individual session registrants will receive presentations for that session only.

The Publicity Club of New England

**PO Box 514
Rowley, MA 01969
Phone: 978-948-2323
Fax: 978-948-2709
www.pubclub.org
E-mail: Kelly@pubclub.org**

Fall Evening Series

When:

Part I: Tues., Oct. 7
Part II: Tues., Oct. 21
Part III (Interviewing): Tues., Oct. 28
Part IV (Pitch Writing): Tues., Nov. 4
Part V (Editing): Tues., Nov. 11
Part VI (Crisis): Tues., Nov. 18

Time

6-8:30 pm

Dinner will be served

**Individual sessions are given more hands on/workshop time than full day session.*

Where

John Hancock Hotel & Conference Center
40 Trinity Place, Boston

**Parking at the 100 Clarendon Street garage is \$9 after 5 pm.*

Full Series Cost

| | |
|----------------------|-------|
| Members: | \$250 |
| Non Member: | \$300 |
| Students Members | \$100 |
| Student—Non Members: | \$150 |

Individual Session Cost

| | |
|----------------------|------|
| Members: | \$50 |
| Non Member: | \$65 |
| Students Members: | \$20 |
| Student Non Members: | \$30 |

**To inquire about group discounts, please contact kelly@pubclub.org*

Registration

Register at www.pubclub.org

**Registrations must be prepaid and are non-refundable two weeks prior to each session.*

Spring Full Day Event

When

Monday, March 16, 2009

Time

Breakfast & Registration: 8:15 a.m.
Morning Session: 8:45 a.m.-1:15 p.m.
Afternoon Session: 12:30 p.m.-4:45 p.m.

Where

John Hancock Hotel & Conference Center
40 Trinity Place, Boston

Cost*

| | |
|-----------------------|-------|
| Full Day—Members: | \$200 |
| Full Day—Non Members: | \$250 |
| Half Day—Members: | \$125 |
| Half Day—Non Members: | \$160 |
| Students: | \$100 |
| Student Members: | \$65 |

Half Day rate includes either morning or afternoon session AND luncheon.

We're sorry but student rates are already discounted and do not qualify for half day sessions.

**To inquire about group discounts, please contact kelly@pubclub.org*

Registration

Register at www.pubclub.org

*Registrations must be prepaid and are non-refundable after March 1, 2009.
*Choose one breakout session per timeslot.

Please note: a special luncheon speaker will be announced as the event nears.

General Sessions

8:45 a.m.-12:15 p.m.

*Instructor: Michael Dowding,
Boston University Lecturer and
President, Wordscape Communications*

Part I: Top Tips to Improve Your Writing

This session will give attendees 10 solid tips to improve writing, including editing, audience considerations, and overcoming the fear of grammar. The session will provide a primer to newer marketing/communications professionals, or a refresher for seasoned veterans.

Part II: Core PR Documents at a Glance

This workshop will focus on how to approach some of the basic PR and marketing-communication documents. The course will cover executive biographies, news releases, case studies, bylined articles, backgrounders, and white papers. This session is ideal for public relations and communications professionals at all levels who want to delve into greater detail on the mechanics of writing the PR "staples." Attendees will receive templates and examples of different documents.

"The Publicity Club's workshops have a way of simplifying public relations tactics and skills while remaining interesting to the beginner and the veteran, and enabling all levels of attendees to walk away with tons of practical skills."

-Jennifer Jewett, Kaspersky Laboratories

Breakout Sessions

1:30 – 3:00 p.m.

Part III: Interviewing for Writing

Amy Shanler

Director of Public Relations, Staples

Often overlooked, interviewing is an important skill for good writing. If you have good information, you can write a good story (or pitch, news release, case study, bio, etc.). To get the best material, you need to ask the right questions. This session will provide attendees with techniques to use before, during, and following the interview so they can uncover the details essential for effective communications.

Part V: Effective Editing

Michael Dowding

Wordscape Communications

Now that you've achieved some mastery over the art of professional writing, it's time to turn to the next challenge: editing. The instructor will focus on tips for editing the work of your colleagues, teammates, and clients, and will also tackle the even more difficult task of editing your own work. Attendees will use exercises and in-class examples for "offensive" editing and "defensive" proofreading.

Breakout Sessions

3:15 – 4:45 p.m.

Part IV: Deep Dive on Pitches

Amy Shanler

Director of Public Relations, Staples

This session will break down the process of conceiving and writing pitches. Attendees will gain hands-on experience on finding the right angle and crafting a clear, compelling pitch through discussion, illustrations/case studies, and in-class exercises. The instructor will also address the often-overlooked, yet extremely important, salutation, closing, and "what's in it for me" (WIFM) statement.

Part VI: Writing for Crisis Communications

Jennifer Sheehy-Everett

Vice President, Cone, Inc.

Crisis messaging and delivery can impact the success of a crisis response effort. This session will analyze this reality, focusing on how to craft crisis communication materials in the face of often considerable information restrictions. Also on the agenda is a discussion of language that best educates and influences audiences during a crisis as well as phrasing worth avoiding. Participants will test newly acquired writing skills by preparing messaging for a sample crisis.