



The Big Push

Moving Professionals and the Profession to the Next Level

The North Carolina Public Relations Seminar 2005

Thursday, September 22, 2005

Full-Day Program | 8:00 a.m. - 4:30 p.m.
Part-Day Program | 11:00 a.m. - 4:30 p.m.

The Friday Center for Continuing Education | UNC-Chapel Hill

The Big Push

The North Carolina Public Relations Seminar 2005 is a full-day regional conference for executives and practitioners in public relations, investor relations, marketing, advertising and related fields. This third annual event – the only one of its kind in the state – is sponsored by North Carolina’s leading societies of communication and association management professionals, including:

Ad Club of the Triangle

American Marketing Association | Triangle Chapter

Association Executives of North Carolina

Carolinas Healthcare Public Relations and Marketing Society

Direct Marketing Association | Charlotte

International Association of Business Communicators | Triangle Chapter

National Investor Relations Institute | Charlotte Chapter

National Investor Relations Institute | Triangle Chapter

Public Relations Society of America | Charlotte Chapter

Public Relations Society of America | North Carolina Chapter

Public Relations Society of America | Tar Heel Chapter

Raleigh Public Relations Society

Sandhills Healthcare Executives Forum

As the state’s premier conference for communication strategists, the North Carolina Public Relations Seminar 2005 will feature programs designed to help professionals enhance their knowledge and strengthen their skills in an extensive array of practice areas, including:

Branding

Media Relations

Investor Relations

Community Relations

Diversity Marketing

Direct Marketing

Online Marketing

Writing

Consulting

Nontraditional Public Relations

Ethics

Pro-Bono Public Relations

The seminar capitalizes on the rich experiences of senior executives from many of the area’s leading public and private corporations, agencies and organizations, including:

Progress Energy

Salix Pharmaceuticals

PR Week

French/West/Vaughan

UNC-Chapel Hill

CapStrat

Inspire Pharmaceuticals

Blue Cross Blue Shield of North Carolina

Canvas on Demand

Bronto Mail

Gibbs & Soell

Brogan & Partners Convergence Marketing

Univision

Howard, Merrell & Partners

Campaign Connections

Smith & Associates

The News-Record

Customer Connect

The Charlotte Chamber of Commerce

The Greater Raleigh Chamber of Commerce

Epley Associates, Inc.

The Big Push

The seminar's morning and afternoon programs consist of two concurrent tracks each featuring a series of 45-minute presentation blocks. So to aid overall event planning, when you register online, you'll be asked to choose a preference among two options for each presentation block. Coffee breaks will be scheduled between sessions to provide you with an opportunity to ask additional questions of presenters, catch up with old friends and network with new ones.

Branding

Birth of A Brand: Creating and Building a Brand

Jim Cobb, COO, Howard, Merrell & Partners

Joe Schmidt, President and Co-Founder,
Canvas on Demand

Writing

Writing for Understandable Reading

Tom Kelleher, Ph.D., Assistant Professor, School of Journalism and Mass Communication, UNC-Chapel Hill

The Self-less Writer

Keith Hayes, APR, Manager, Internal Communications, Blue Cross Blue Shield, NC; Adjunct Professor, N.C. State University

Investor Relations

Investor Relations: Can We Talk Here?

Jenny Kobin, Senior Director, Investor Relations, Inspire Pharmaceuticals

Bob Drennan, Manager of Investor Relations, Progress Energy

Media Relations

The Evolution of the Media and Its Changing Role in Influencing Society

Rick French, President & CEO, French/West/Vaughan

Brad Crone, President, Campaign Connections

Jessica Blue, Senior Vice President & Partner, French/West/Vaughan

Community Relations

Your Community Relations Programs Should Be Win-Win

Ron Smith, APR, President, Smith & Associates Public Relations & Advertising

Harnessing the Power of the Business Community to Support Schools

Kathryn "Kit" Cramer, Group Vice President, Education, Charlotte Chamber of Commerce and Vice Chair of the Charlotte Mecklenburg Board of Education

Direct Marketing

Database Marketing

Geoff Ables, Founder and Principal Consultant, Customer Connect

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Special Keynote Luncheon Speaker

Julia Hood

Editor-in-Chief, *PR Week Magazine*

Online Marketing

Congratulations, You've Lost Control: How Blogging Changes Corporate Communications for the Better

Ed Cone, columnist, *The News and Record*, Sr. Writer for Ziff-Davis' Baseline and a blogging pioneer

Email Marketing: How E-mail Fits into the Marketing Mix

Chaz Felix, Vice President, Bronto Mail

Consulting

Giving Good Advice

Ken Eudy, CEO, Capstrat

Getting Good Advice

Susanne Powell, Director, Corporate Communications, Blue Cross Blue Shield, North Carolina

Healthcare PR

Pr's Expanded Role in Dealing with Competition, Mergers/Partnerships, Funding, Public Trust and Advocacy Groups

Bradd Pavur, APR, National Healthcare Practice Leader, Gibbs & Soell

Michael Freeman, Executive Director, Investor Relations and Corporate Communications, Salix Pharmaceuticals

Diversity Marketing

Reaching North Carolina's Fast-Growing Hispanic Market

Maria Montaña, Vice President and General Manager of Univision 40

Understanding the Value of the African-American Market: Seven Insights that Can Improve Your Bottom Line

Kelly D. Major, Partner, Brogan & Partners
Convergence Marketing

Pro-Bono Public Relations

He Said, She Said . . .

Providing Counsel to Volunteer-Driven Organizations

Michael L. Herman, APR, Fellow PRSA, Chairman & CEO, Epley Associates, Inc.

Making Your PR Program Work When Depending on Volunteers

Amanda Williams, Director of Communications, Greater Raleigh Chamber of Commerce

Ethics

The Ethics of Public Relations: Putting Your Best Foot Forward - Truth or Spin?

Ellen R. Peirce, Professor of Law and Ethics, Kenan-Flagler Business School at the University of North Carolina at Chapel Hill

Program is subject to revision

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Conference Schedule

8:00	Full-Day Registration Begins	10:30 - 11:00	Part-Day Registration Begins
8:00 - 9:00	Breakfast Buffet	12:00 - 1:30	Keynote Luncheon Address
8:30 - 8:45	Welcome/Opening Session	1:30 - 2:15	Fourth Concurrent Sessions
9:00 - 9:45	First Concurrent Sessions	2:15 - 2:30	Coffee Break
9:45 - 10:00	Coffee Break	2:30 - 3:15	Fifth Concurrent Sessions
10:00 - 10:45	Second Concurrent Sessions	3:15 - 3:30	Coffee Break
10:45 - 11:00	Coffee Break	3:30 - 4:15	Sixth Concurrent Sessions
11:00 - 11:45	Third Concurrent Sessions	4:15 - 4:30	Seminar Evaluation

Seminar Registration Rates and Information

REGISTER NOW for a full-day or part-day program. The earlier you register, the more you'll save. Members of any co-sponsoring organizations listed on Page 1 are eligible for the "member" rate. Non-members whose registrations are accompanied by that of a member are also eligible for the "member" rate.

FULL DAY (8:00 a.m. to 4:45 p.m.) *Includes breakfast, lunch, all breaks*

	7/5 - 7/31	8/1 - 8/31	9/1 - 9/22
Member of co-sponsor organization	\$195	\$220	\$235
Non-member	\$250	\$275	\$295

PART DAY (11:00 a.m. to 4:45 p.m.) *Includes luncheon, afternoon coffee breaks*

	7/5 - 7/31	8/1 - 8/31	9/1 - 9/22
Member of co-sponsor organization	\$170	\$195	\$210
Non-Member	\$225	\$250	\$270

STUDENTS & FACULTY DISCOUNTED RATES — PRSSA members and full-time faculty who register through Sept. 16 via their chapters can attend the seminar for \$60 (\$120 for registrations received after Sept. 16). All other full-time matriculating students can attend the seminar for \$75 through Sept. 16 (\$150 after Sept. 16). PRSSA students can register through their chapter; other students can register online by clicking the link below.



CLICK HERE TO REGISTER ONLINE

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Directions to the UNC-CH Friday Center

The Friday Center is located at 100 Friday Center Drive, approximately three miles east of the UNC-Chapel Hill campus, just off Highway 54 East (Raleigh Road). From I-40: (from Raleigh, exit 273A) (from Greensboro, exit 273) to Highway 54 West, then 4 stoplights, turn left onto Friday Center Drive, turn right at first building (Friday Center) on right.

Phone: 919-962-3000

Web Site: <http://www.fridaycenter.unc.edu>

Hotels

Marriott (Friday Center Drive)	919-883-0700	Holiday Inn Express	919-489-7555
Best Western University Inn	919-932-3000	Paul J. Rizzo Conf. Center	919-913-2174
The Carolina Inn	919-933-2001	Sheraton Chapel Hill Hotel	919-969-2146
Hampton Inn & Suites	919-403-8700	The Siena Hotel	919-929-4000
Holiday Inn Chapel Hill	919-929-2171		

Questions?

For answers to your questions about the seminar, please contact Sylvia Pierce at 919-877-0877 or via e-mail at spierce@epleypr.com.

Special Thanks

Seminar Producer: John Mead, CAE, APR, NC PR Seminar Chairman & Organizer

Volunteers: Kristen Doherty, RBC Centura, President-Elect, NCPRSA
Jonathan Jordan, Rockett Burkhead & Winslow, Vice President, NCPRSA
Barbara Thompson, APR, First Citizens Bank, Accreditation Chair, NCPRSA
Sylvia Pierce, Epley Associates, Inc., Senior Administrative Support, NCPRSA