

## **“The Role of Public Relations in Growing Your Business”**

**July 18, 2008, 8:00 am - 12:30 pm**

200 West Madison, 11th Floor, Chicago 60606, 312.881.7000

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This highly interactive workshop and PR-planning system will help your company build a successful program for dramatically increasing awareness of your firm and fueling business growth **quickly and cost-effectively**. Create great PR without paying big firm fees or large retainers.

### **THIS PR-PLANNING SYSTEM INCLUDES:**

- Two-for-one admission (two attendees per company)
- A pre-workshop call with each company to ensure content is customized to your needs
- A highly interactive, four-hour workshop that includes breakfast and lunch
- Significant knowledge transfer, small group exercises, individual exercises, networking, and robust Q & A
- Learn to lay a foundation, develop core messaging, identify target influencers, prepare a news pipeline, check against PR filters, begin outreach & execute your plan
- A post-workshop follow up and planning meeting with your company

### **ADDITIONAL INFORMATION:**

Do you know how to better position yourself in the marketplace as a thought leader and a source that the media look to when writing or producing a story? Third-party reference of your business by the news media is credible. Advertising has become less believable with the advent of blogs and interactive media. The right news coverage creates “buzz,” improves sales, enhances web traffic, powerfully leverages your brand and accelerates growth.

### **MAIN PRESENTATION**

- Discuss potential business influencers
- Receive a “getting started” guide to help you build a foundation to promote you and your business
- Learn how to develop a program yourself or manage a PR expert

### **SMALL GROUP EXERCISES**

- Define PR as you now know it
- Discuss the PR results that you would expect to see from a program
- Make a realistic commitment for building a successful PR effort

### **INDIVIDUAL EXERCISES**

Learn to think like a reporter and shape key messages by answering:

- What expertise do I credibly “own?”
- What differentiates me in this industry? Who are my (perceived) competitors?
- What are the current trends in my industry? What am I doing about them?

Join moderator **Kevin Gross, President of KMG Enterprises**, a nationally recognized expert on entrepreneurial development and business growth, and presenter **Kellee Johnson, Principal of The Ballast Group**, a leading national innovator of marketing strategies and PR programs to entrepreneurial and Fortune 500 companies.

### **REGISTRATION DETAILS**

- \$500 per company (two participants maximum), includes breakfast and lunch, materials, and pre-and post-workshop consultations.
- **Registration deadline is July 11.** Reserve your spot and schedule a pre-workshop consultation with Kellee Johnson at 312-751-3959 or [kjohnson@ballastgroup.com](mailto:kjohnson@ballastgroup.com). Space is limited. Please call for details.

