



How Sustainable Word-of-Mouth Marketing Can Help Boost Your Bottom Line

Join us for a new twist on "Happy Hour." We're hosting PRSA's Teleconference on word-of-mouth marketing followed by a lively discussion and refreshments. Hear from experts Geno Church, chief inspiration officer, and Spike Jones, firestarter, of Brains on Fire about the how WOM marketing works and how it doesn't, providing techniques on how you can start to identify buzz building opportunities for your brand with authenticity and clear measurement results in mind. Then, we'll tap the expertise in the room – **thanks to event host Sandy Hillman Communications** – for ideas on using the strategies.

Go to <https://www.prsa.org/PDseminars/DisplayEvent.cfm?semID=469> for teleseminar details.

The teleseminar would normally cost you \$150 but because we're hosting and sharing the cost, PRSA members can attend the teleseminar for just \$15. But space is limited!

- DATE:** Wednesday, February 18, 2009
TIME: 5:00 p.m. Registration; 5:30 p.m. -7:00 p.m. Program
PLACE: Sandy Hillman Communications, 1122 Kenilworth Drive, Suite 303, Towson, Maryland 21204, 410.616.8951
PARKING: Parking is available on the street and at area lots.
- REGISTER:**
1. Register online at www.prsamd.org.
 2. Mail this form, with a check made out to PRSA Maryland, to:
PRSA MD, c/o Mariner Management, P.O. Box 1046, Laurel, MD 20725-1046
 3. Fax this form to **1-866-868-7772**.

QUESTIONS? Call PRSA Maryland at 1-866-868-7772

REGISTRATION IS EASY! GO TO WWW.PRSAMD.ORG TO REGISTER ONLINE.

Register by Friday, 2/13 and SAVE!

NAME _____ PRSA MEMBER? YES NO
TITLE _____ COMPANY _____
ADDRESS _____
CITY _____ STATE _____ ZIP _____
PHONE _____ FAX _____ E-MAIL _____

PRSA MEMBER: \$15 by 2/13/09 \$20 after 2/13/09
NON-MEMBER: \$25 by 2/13/09 \$30 after 2/13/09
STUDENT: \$10 PRSSA MEMBER \$20 NON-PRSSA MEMBER

PAYMENT METHOD: Check Enclosed VISA MC AMEX TOTAL: \$ _____
CREDIT CARD NO. _____ EXP DATE _____
NAME ON CARD _____
SIGNATURE _____

Cancellation Policy:

1. Prepayment is required for the early bird rate and to process your registration. If you plan to pay by check, we will hold your reservation with a credit card. A charge will run if a check is not received by the start of the program.
2. Cancellations received by 5 p.m. on Friday, 2/13/09 will receive a refund. No-shows or cancellations received after 5 p.m. on Friday, 2/13/09 are responsible for full payment and will be charged.