

Learn the best practices of, and gain valuable insight from, three of the region's premier travel and tourism PR experts. Join this dynamic conversation and hear what innovative approaches practitioners are employing in today's hypercompetitive market to raise awareness of – and visitation to – domestic and international destinations alike. This session will deliver smart thinking that can influence programs in the travel and tourism category and beyond, with panelists sharing proven tactics that drive measurable results. Hear from the following panelists:

- Margot A. Amelia, Executive Director. Maryland Office of Tourism
- David Warschawski, CEO, Warschawski, Inc.
- TBD, Visit Baltimore

*Thanks to University of Baltimore's School of Communications Design, our event co-sponsor.*

**DATE:** Thursday, September 17, 2009  
**TIME:** 8:30 a.m. Registration; 9:00 a.m. – 10:00 a.m. Program  
**PLACE:** University of Baltimore, LAP Room 308, 10 W. Preston St., Baltimore, MD 21201.  
**PARKING:** Two-hour metered street parking available; \$4 voucher for UB garage on Maryland Ave., south of Preston, will be given out at event. See campus parking map for all options.

**REGISTER:** 1. Register online at [www.prsamd.org](http://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, 9/11 and SAVE!**

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 PRSA MEMBER:  \$20 by 9/11/09  \$35 after 9/11/09  
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 STUDENT:  \$10 PRSSA MEMBER  \$20 NON-PRSSA MEMBER  
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**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, 9/11/09 will receive a refund. No-shows or cancellations received after 5 p.m. on Friday, 9/11/09 are responsible for full payment and will be charged.