

# Social Media Bookmarking and Tagging and PR

## How is the tagging of content online related to the PR Industry?

If you hear "tags" and think that you forgot to take the price tags off your new shirt, or if you hear "delicious" and think "yum!" then this session is for you! Join PR Newswire Global Director of Emerging Media Michael Pranicoff as he describes how tags are used for all kinds of content online. Some examples? Descriptors for text, photos, and images as well as creatively for SEO purposes. Other items that Michael will discuss are:

- Defining where tagging works and doesn't work.
- What does Tagging have to do with Search?
- Where are the most useful places for PR professionals to use tagging of your content?
- Tagging in Delicious, Digg, Flickr, Your Website, Releases, and more...

*Plus, be assured that this is NOT a sales pitch! Michael is not here to talk to us about PR Newswire – he's here to talk us through some insights, tips, and tactics in using tagging online content to aid our PR efforts.*

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

- DATE:** Thursday, April 15, 2010  
**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:** *Please Note Parking Changes!* Two-hour metered parking is available on the street, or get a voucher at the event valid for \$7 parking in the UB garage on Maryland St., south of Preston, and the new Fitzgerald Garage in the Fitzgerald at UB Midtown, located on Oliver Street.  
**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 Monday, 4/12 and SAVE!**

NAME \_\_\_\_\_ PRSA MEMBER?  YES  NO  
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 PRSA MEMBER:  \$20 by 4/12/10  \$35 after 4/12/10  
 NON-MEMBER:  \$35 by 4/12/10  \$50 after 4/12/10  
 STUDENT:  \$10 PRSSA MEMBER  \$20 NON-PRSSA MEMBER  
 PAYMENT METHOD:  Check Enclosed  VISA  MC  AMEX TOTAL: \$ \_\_\_\_\_  
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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, 4/9/2010 will receive a refund. No-shows or cancellations received after 5 p.m. on Friday, 4/9/2010 are responsible for full payment and will be charged.