



PR Annual Planning: New Thoughts, Tips & Tactics

Join Frank Strong, Public Relations Director at Vocus, for a jam-packed 360 view of PR annual planning. Hear about the tactics that other PR colleagues nationwide are using via the results of Vocus' survey PR Planning 2010 Survey Results, as well as the new take on PR planning that Frank offers in his whitepaper Meeting Change: Public Relations Planning in 2010, Preparations for the Unknown Unknowns. Plus, bring your plan or ideas with you to bounce them off Frank and some of Maryland's APRs. Note: both documents are available by visiting the event registration page at www.prsamd.org.

Frank Strong, director of public relations, Vocus & PRWeb, leads the company's global PR efforts for markets across North America and Europe including social media. At Vocus, he plans, directs and executes the companies PR strategy and serves as both a spokesperson for the company and advocate for the PR industry. Prior to Vocus, Strong worked as director, Marketing Communications for B2B software maker Managed Objects where he enhanced the company's profile by more than quadrupling the company's press coverage, advancing company's analyst relations program, and launching new communications initiatives such a corporate blog. You can find him on Twitter @Vocus and Facebook www.facebook.com/vocus

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

- DATE:** Thursday, January 21, 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: 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.
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, 1/18 and SAVE!

NAME _____ PRSA MEMBER? YES NO
TITLE _____ COMPANY _____
ADDRESS _____
CITY _____ STATE _____ ZIP _____
PHONE _____ FAX _____ E-MAIL _____
PRSA MEMBER: \$20 by 1/18/10 \$35 after 1/18/10
NON-MEMBER: \$35 by 1/18/10 \$50 after 1/18/10
STUDENT: \$10 PRSA MEMBER \$20 NON-PRSA 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, 1/15/2010 will receive a refund. No-shows or cancellations received after 5 p.m. on Friday, 1/15/2010 are responsible for full payment and will be charged.