



## Inaugural PRSA Colorado Chapter Member Retreat

Friday, November 14, 2008

The Curtis Hotel, 1405 Curtis Street, Denver (enter on Curtis Street)

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### *Now is the time to invest in yourself and focus on learning, not worrying*

Whether you are a PR rookie, a seasoned PR veteran or somewhere in between, retreat from work-as-usual and spend one day investing in your career! PRSA Colorado has value-priced this event so that it is within reach for all members.

Stretch your mind during a **Luncheon Program** featuring two talented presenters who will challenge the way you think and help prepare you to succeed in our changing industry.

- **Janet Eden-Harris**, vice president of marketing for the Web Intelligence Division J.D. Power and Associates, will offer a compelling case study of successful social media analysis for customer insights.
- **A keynote presented by Dave Taylor**, one of the most experienced social marketing experts in the industry, an author of [www.AskDaveTaylor.com](http://www.AskDaveTaylor.com) and more than 20 books, and a funny, dynamic and award-winning speaker, will make a strong case for why PR professionals must embrace social media or risk becoming obsolete.

Tone your skill set during an afternoon **Workshop Series** that includes eight professional sessions (you pick three!) highlighting some of the most important trends in public relations and communications today, including:

- **CSU: The Green University** (recipient of the 2008 PRSA Colorado Grand Gold Pick Award), presented by the Colorado State University PR office staff
- **Olympic-Sized Event Communications**, presented by Mike Moran, The Colorado Springs Sports Corporation
- **Media Pitching: The Heart of the Story**, sponsored by [PRSA Western District](#), presented by Denis Wolcott, The Wolcott Company
- **Social Media: This is Nothing to Fear**, sponsored by [PR Newswire](#), presented by Michael Pranikoff, Director Emerging Media, PR Newswire
- **The Nuances of International Media Relations**, presented by Omar Jabara, Newmont Mining Corporation
- **A Webvolution is on the Horizon—What Comes Next?**, sponsored by [PR Newswire](#), presented by Michael Pranikoff, Director Emerging Media, PR Newswire
- **Fireside Chat: Leadership Development with PRSA**, sponsored by [PRSA Western District](#), co-moderated by, Jeff Julin, Chair of PRSA National, and Denis Wolcott, Chair PRSA Western District
- **Fireside Chat: The Economy and Our Industry**, moderated by Scott Bemis, Denver Business Journal (Limited to the first 15 people)

Throughout the day, browse the free **Resource Fair** showcasing businesses that support our industry. Rejuvenate during a high-energy **Cocktail Party**, sponsored by [Business Wire](#), where we'll celebrate the 2008 *Swede Johnson Lifetime Achievement* and *Chapter Service* award winners.

#### Schedule of Events:

Registration	10:30 a.m.
Resource Fair	11 a.m. - 4:30 p.m.
Luncheon Program	11 a.m. - 1:30 p.m.
Workshop Series	1:45 - 2:30; 2:45 - 3:30; 3:45 - 4:30 p.m.
Cocktail Party	4:30 - 6 p.m.

#### Cost – A la Carte Menu:

*Full Retreat:	\$175 PRSA Colorado members/Students; \$225 Non-members
*Luncheon Program Only:	\$50 PRSA Colorado members/students; \$65 Non-members
*Workshop Series Only:	\$100 PRSA Colorado members/students; \$125 Non-members
*Cocktail Party Only:	\$25 PRSA Colorado members/students; \$35 Non-member

Turn page for registration form and sponsor recognition

Register at [www.prsacolorado.org](http://www.prsacolorado.org) or call (303) 920-0176



All registrations due by 5 p.m., Monday, Nov. 10, 2008. NO REFUNDS after Nov. 10, 2008

PRSA Colorado Chapter Member Retreat | Friday, Nov. 14, 2008 | The Curtis Hotel, 1405 Curtis Street, Denver

Name \_\_\_\_\_, APR (circle if applicable)

Company \_\_\_\_\_

Address \_\_\_\_\_  Vegetarian Meal

Phone \_\_\_\_\_ Email \_\_\_\_\_

Amex, Visa, MasterCard # \_\_\_\_\_ Expiration Date \_\_\_\_/\_\_\_\_

Amount \$ \_\_\_\_\_

Signature \_\_\_\_\_

Fax to 303-458-0002; mail to: PRSA Colorado, 3030 W. 81st Ave., Westminster, CO 80031

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