



Northeast District Conference - Producing Results: Your Practice, Your Program, Your Profession

Date: Thursday, October 6, 2005

Time: All-day conference opens at 7:30 a.m. with registration/networking breakfast.

Place: Holiday Inn, Rochester South/Holidome (soon to be DoubleTree —Rochester), 1111 Jefferson Road, Rochester, N.Y. 14623 - *details linked below*

➤ **Scheduled Session Topics:**

- Buzz Marketing
- Media Relations: Reporter’s Perspective
- Evolving Role of Public Relations: Full Integration of Marketing and PR
- Writing for the Web/Today’s Media
- PR For the Public Figure/CEO
- Influencers
- Measurement
- Career Strategies in a Competitive Market
- Technology/Blogging

➤ **Attendee Costs** (*Includes breakfast, lunch and refreshments*)

- ___ \$110 PRSA Member Early Bird*
- ___ \$125 PRSA Member
- ___ \$135 Non Member Early Bird*
- ___ \$150 Non-Member
- ___ \$40 PRSSA Member
- ___ \$50 Non-PRSSA Student
- ___ I would like to sponsor a PRSSA Student at \$40

➤ **Lunch Session only (presented in conjunction with RAMA):**

- ___ \$30 for RAMA or PRSA members
- ___ \$40 for non RAMA/PRSA members

Please register by **September 23, 2005, to receive early bird discount pricing*

➤ Details on overnight accommodations are available at Holiday Inn ROCHESTER-SOUTH, 1 (585) 475-1510 or <http://www.ichotelsgroup.com/h/d/hi/1/en/hd/ROCHR?&>

➤ More details on the conference as it approaches, directions to the venue and posting of session materials can be found at www.prsarochester.org

➤ **Questions:** Contact Liz Novak, chairperson, at (585) 325-6000, ext. 229 (lnovak@robertscomm.com) or PRSA Rochester Chapter President, Kevin Kane at 1 (585) 238-3660 X6635 (kevin.kane@excellus.com).

➤ Thank you PR Newswire for being the presenting sponsor of the 2005 conference! Additional sponsors include: Eric Mower and Associates, Text 100 Public Relations, Vocus, Xerox Corporation and Roberts Communications, Inc.

All registrants are asked to fill out and fax or mail this form (for early bird rates arrival extended to **Friday, September 23**) to: *PRSA Rochester Chapter/NE District Conference, c/o Karen McCready, 85 Stuyvesant Rd., Pittsford, NY 14534. You may fax the charge information to: (585) 249-0073; or e-mail officecast@aol.com*

PRSA/Rochester program reservation form for NE District Conference, October 6, 2005

Name _____ Guest(s) _____

Title _____ Organization _____

Address _____ City _____ State _____ ZIP _____

Phone _____ E-mail _____

If a PRSA member, Chapter: _____ If a PRSSA student member, college: _____

Check amount: \$ _____ (Make checks payable to PRSA/Rochester Chapter; list attendee names on check)

Please circle type of charge: **VISA MC DISC AMEX** Expiration date: _____

Name on credit card: _____ Credit Card #: _____

Three-Digit Security Code (four for AmEx) on Card (reverse side): _____

FOR CANCELLATIONS: Please notify Karen McCready, PRSA Rochester Chapter administrator at (585) 249-9232 by 9 a.m. the day before the program or you will be charged the program fee, as will any “no shows” or “no pay” attendees. You may send a substitute without notification to take your place if you are unable to attend. Due to event arrangements, everyone in attendance, whether eating or not, is expected to pay the full program fee. We will ask that anyone who calls and plans to pay by check please provide a charge card number as a hold.