



Presented by the PRSA Technology Section in cooperation with the PRSA New York Chapter

Theory, Tactics & Technology for High-Tech Public Relations Strategic Views on Technology and the Changing PR Landscape

T3PR Conference 2010

June 11, 2010, New York City

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- Walk away with:
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T3PR is a proud partner of Internet Week New York, June 7–14.



PRSA's T3PR Conference "Strategic Views on Technology and the Changing PR Landscape" is dedicated to helping consumer and business technology communicators stand out in the crowded social media space. Programming may be subject to change.

Featured Sessions:

Facebook Marketing and the Word-of-Mouth Campaign

"Making friends" is a skill PR pros excel at, which is why Facebook is an ideal tool for word-of-mouth campaigns. Enhance your Facebook skills by learning how to match your message with the right tools, such as Facebook Applications, Facebook Connect or Live Stream Box.

Justin Levy, general manager, New Marketing Labs; author of "Facebook Marketing: Designing Your Next Marketing Campaign"

Personal Brands: The Opportunities and Threats

The Wild West is an analogy all too often ascribed to the social media space, particularly PR managers seeking to manage a brand online. Learn how to safeguard your reputation and mine new opportunities with current gold-standard best practices.

Ed Schipul, president and CEO, Schipul – The Web Marketing Company

Using Platforms and Tools for Community Building

"To tweet or not to tweet" is no longer the question. Increase your messages' reach and influence across social media platforms, like Twitter and Facebook, with this session's key insights on engaging online stakeholders and fine-tuning your approach.

Jacob Morgan, principal, Chess Media Group; co-author of "TwittFaced: Your Toolkit for Understanding and Maximizing Social Media"

Utilizing Technology and Online Tools to Efficiently Manage and Maximize PR

Being nimble is a large part of PR's successful expansion into the online space. Find out new techniques to jump-start your current programs, monitor and make strategic adjustments in real time, as well as irrefutably demonstrate PR's ROI.

Sandra Fathi, president and founder, Affect Strategies

Driving Your Online Footprint: PR Experts as Influencers

Learn how PR professionals can successfully engage audiences — from media to customers, prospects to partners — to help expand their company's or client's online brand awareness, interaction and credibility through the use of social media.

Christine Perkett, president and founder, PerkettPR

B-to-B Tech Firms and Murphy's Law: Anticipating Communications Crises

Once you're in a crisis, the time to put together an action plan is over. Find out how to identify the "x" factors in your marketing and PR programs, and put in place a go-to crisis communications protocol to move your team and organization forward.

Harjiv Singh, co-founder and co-CEO, International, Gutenberg Communications

For a complete list of speakers, panels and media, visit www.prsa.org/technology/conference.

T3PR Keynote Speaker:

What's Next for PR, Strategy and Technology

With tech innovations flooding the market, distinguishing what you need (from what you want) can be challenging. Find out about the future must-have tools and techniques that will keep your projects competitive.

Sarah Evans, social media coach and president, Sevans Strategy; founder, #journalchat



Registration Options:

	Saver (By May 21)	Regular (After May 21)
PRSA Technology Section Member	\$249	\$299
PRSA Member*	\$309	\$359
PRSA New York or PRSA New Jersey Chapter Member	\$249	\$299
PRSA Westchester/Fairfield Chapter Member	\$249	\$299
PRSA Southern Connecticut Chapter Member	\$249	\$299
Nonmember	\$409	\$459

*Global Alliance and BPRS/FL members qualify for the PRSA member rate. Also, PRSA members attending this event may be automatically enrolled in the Technology Section at no additional cost.

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