

## REGISTRATION FORM



Please complete the form and mail with check (payable to PRSA Palm Beach Chapter) to:

PRSA Palm Beach  
c/o Joseph Abreu  
1420 Northampton Terrace  
Wellington, FL 33414

Or, pay by via credit card online at  
<http://www.prsapalmbeach.org>  
(A surcharge applies for payments made online.)

For questions please contact Becky Rimmel,  
(561) 385-4203 or email to  
[bjrcoralsands@hotmail.com](mailto:bjrcoralsands@hotmail.com)

Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_

Fax \_\_\_\_\_

E-mail \_\_\_\_\_

(Please print clearly or attach business card.)

I am enclosing payment in the amount of \$ \_\_\_\_\_

OUR SINCERE THANKS TO THE  
AMERICAN MARKETING ASSOCIATION,  
GOLD COAST PR COUNCIL &  
GULFSTREAM CHAPTER of PRSA  
FOR THEIR SUPPORT!



### EVENT ESSENTIALS

September 27, 2007 7:00 a.m. – 3:50 p.m.

*Embassy Suites Hotel  
661 NW 53 Street  
Boca Raton, FL 33487  
561-989-3990*

*Take 95 exit 48 Yamato Road West.  
Turn right onto NW 8th Avenue.  
Go straight to NW 53rd Street.*



**“IDEAS. INNOVATION.  
INSPIRATION.”**

**PROFESSIONAL  
DEVELOPMENT  
DAY**

**September 27, 2007  
Embassy Suites Hotel  
Boca Raton**

## PRSA PROFESSIONAL DEVELOPMENT DAY 2007

7:00 a.m.  
**REGISTRATION OPENS**

7:00 – 8:00 a.m.  
**BREAKFAST AND NETWORKING**

8:00 – 8:10 a.m.  
**WELCOME &  
GENERAL OPENING SESSION**

8:10 am – 9:10 a.m.  
**"Secrets of Negotiating with Hotels,  
Convention Centers and Off Premise Events"-**  
Learn how to ask the right questions when  
booking a facility, designing a menu and choosing  
an event site from industry experts Dave  
Anderson, GM of Palm Beach Convention Center  
in Palm Beach, FL; Jeriann Hart of West Palm  
Beach Hilton, Palm Beach, FL; Alanna Rainey,  
Facility Rental Manager of Morikami Museum and  
Japanese Gardens, Delray Beach, FL; and  
Stacy Stern, CSEP, President, The Special Events  
Group, Boca Raton, FL.

9:20 – 10:30 a.m.  
**"New Media Revolution- RSS Feeds, Blogs,  
Wikis & Other Interactive Communications" -**  
Elena del Valle, MBA, Miami, FL, principal of  
LNA World Communications, introduces the  
basics of evolving technologies that are changing  
the face of PR and Marketing. Learn how to  
effectively use participatory communications and  
how to avoid common pitfalls. Acquire new com-  
munication resources, as well as tools and tech-  
niques that will help you stay ahead of the curve.

10:40 – 11:50 a.m.  
**"Online Public Relations: Delivering  
Corporate News via Online Newsrooms,  
Wires, Media Contacts and Monitoring" -**  
Ibrey Woodall, Director of Marketing/Sales,  
TEKgroup International, Inc., Fort Lauderdale,  
FL. Public relations professionals now have to  
embrace technology. This presentation contains  
education and real-life examples of organizations  
such as Walgreens, Ford, Best Buy and PRSA  
using tools that help the communications team  
expand reach, assess effectiveness of  
communication efforts and provide accurate  
reports on media coverage.

PR technology in the form of integrated online  
newsrooms, media contacts and electronic media  
monitoring/clip analysis provides efficiency and  
saves budgets.

12:00 p.m. – 1:15 p.m.  
**LUNCH**

**Welcome and Upcoming Events from  
Toby Srebnik, President of the Palm Beach  
Chapter of PRSA**

**"Getting to the Right Person"-**  
Amy Woods of Notables, Pam Doto of Forum  
Publishing Group and Susan Bryant, Sun-  
Sentinel Palm Beach County Community News  
Editor. This media panel will share insight on  
getting information to the right people to  
increase your chances for publication.

1:25 – 2:45 p.m.  
**"Corporate Sponsorships – The Key to Any  
Successful Fund Raising Program." -**  
Dennis Stefanacci, ACFRE of Dennis Stefanacci  
& Associates, Bonita Springs, FL and Mary G.  
Lewis, Director of Corporate and Foundation  
Relations of Palm Beach Atlantic University,  
West Palm Beach, FL will talk about corporate  
sponsorships and their role in creating a

2:55- 3:50 p.m.  
**"Building a Website" -**  
Jason Halle, Vice President, ABC Webservice, Wilton  
Manors, FL will discuss the elements that create a  
successful website. How to organize information,  
navigation, site design, ecommerce solutions and how to  
build a website that will be ranked well by the search  
engines.

**REGISTRATION FEES: Registration includes  
breakfast, lunch and the all-day conference  
programming featuring speakers professionally  
recognized & endorsed by PRSA NATIONAL.**

*Register by August 31, 2007 and  
receive an early bird discount!  
Must be post marked by August 30, 2007.*

Check one

\_\_\_\_\_ Full member of either PRSA,  
American Marketing Association,  
Gold Coast PR Council or  
Gulfstream Chapter of PRSA

\$110 (\$85 early registration)

\_\_\_\_\_ National member/Chapter non-member -  
\$130 (\$105 early registration)

\_\_\_\_\_ Non-member -  
\$150 (\$125 early registration)

\_\_\_\_\_ Students with proper ID -  
\$50

\_\_\_\_\_ Lunch only -  
\$45