

Florida Public Relations Association Pensacola Chapter presents

# Thinking Outside the Box

## Professional Development Seminar

Thursday, May 19, 2011 9 a.m. - 3:15 p.m.

Registration begins at 8:30 a.m.

Program begins at 9 a.m.

University of West Florida Conference Center

**Topics include:**

*Crisis Management*

*The Evolution of Public Relations*

*Paid Media Strategies and PR*

*Social Marketing: Measuring ROI*

*Media Relations: A Case Study*

*Pitching from Both Sides of the Fence*

Action

Research



Communication

Evaluation

Register Today! Registration deadline is May 1, 2011.

Complete a copy of the registration form below and send it with a check or money order payable to FPRA Pensacola.

Mail to: FPRA Pensacola Chapter  
c/o Dina Justice  
9029 Woodrun Road  
Pensacola, FL 32514

Registration Fee: \$50 Members  \$60 Non-Members  \$40 Students

Name \_\_\_\_\_ Company \_\_\_\_\_

Address/City/State/Zip \_\_\_\_\_

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

For more information, contact Dina Justice at 850.485.2155 or [dina@justicemarketinggroup.com](mailto:dina@justicemarketinggroup.com).