

## 8

## Advertisin Works

## PR and Marketing 101

Join us for a comprehensive one-day seminar for a full review of public relations and marketing techniques.

8:30 a.m. Registration/Breakfast
9:00 a.m. PR 101 - John Zaher, PRMG
10:30 a.m. - "From My Dining Room Table to Prime Time Live",
Lorraine Pace, Co-President, Breast Cancer Help
11:30 a.m. - Lunch/Media Roundtable
1:00 p.m. - Marketing 101, Ron Gold, Advertising Works
2:30 p.m. Web Design and Marketing - Leisl Schrader, PRMG
3:00 p.m. Marketing A Non-Profit Organization,
Steve Schwimmer, Chairman, Foundation for Sight & Sound
Renaissance Associates Merchant Services
4:00 p.m. Effective Networking - Ron Gold, Advertising Works
4:30 Television Advertising - Terence Dollard, PRMG

Friday, November 12th, 2004 8:30a.m.-5:00p.m.

Holiday Inn Express, Hauppauge, Exit 56 on the LIE \$45per person includes:

- Continental Breakfast
  - Hot/Cold Lunch
  - Lecture Materials
- PRMG's Media, Government and Community
   Organization Databases in data format

To register, fill out form on reverse and fax to: 631.297.8595 or return to:

The Public Relations and Marketing Group, LLC

320 Carleton Avenue - Suite 2400A

Central Islip, NY 11722

or call:

THE MANUEL STATE OF THE SEAL O

John Zaher, PRMG at 631.297.8592 or Ron Gold, Advertising Works at 631.444.0176

## PR & Marketing 101 Seminar - Registration Form

Name:
Company/Organization:
Γitle:
Phone Number:
Address:
F-mail·

Complete form and fax to (631) 297-8595 or mail to: The Public Relations and Marketing Group, LLC 320 Carleton Avenue, Suite 2400A Central Islip, NY 11722

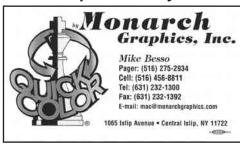
Please reserve\_\_\_places at \$45.00 for a total of \$\_\_\_\_. (Make check payable to: **The Public Relations and Marketing Group, LLC**)

What areas of public relations would you like addressed?

What types of advertising would you like more information about?

Other Questions:









46 Buccaneer Lane East Setaket, NY 11733 (631) 444-0176 www.advertisingworksinc.com