



**PRMG**  
The Public Relations and  
Marketing Group, LLC

&

**Advertising 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:

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: \_\_\_\_\_

Title: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Address: \_\_\_\_\_

E-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:**



**PRMG**  
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