

“The Role of Public Relations in Growing Your Business”

February 8, 2008, 7:30am Registration
Workshop 8:00am - 1:00pm
East Bank Club
500 N Kingsbury St, Chicago, IL 60610

Have you wanted to create great PR without paying big firm big fees, or large retainers for unaccountable performance? If so, this highly interactive workshop, and mini-PR-planning system, will help your company build a successful PR program that can dramatically increase awareness of your firm and fuel your business for growth -- *quickly and cost-effectively*.

This mini-PR-system includes:

- Two-for-one admission (two attendees per company allow ease of future execution)
- A pre-workshop call with each company to ensure content is customized to your needs
- A highly interactive, four-hour workshop
- Significant knowledge transfer, small group exercises, individual exercises, networking, and robust Q & A
- The assistance to “Lay a Foundation,” “Develop Core Messaging,” “Identify Targets and Influencers,” “Prepare a News Pipeline,” “Check Against PR Filters,” and “Begin Outreach & Execution of your Plan”
- A one-hour, post-workshop, one-on-one follow up and planning meeting with your company

Additional Information:

Do you know how to better position yourself in the marketplace as a thought leader and a source that the media look to when writing or producing a story? How do you begin to build these relationships? Third-party reference of your business by the news media is credible. Advertising has become less believable with the advent of blogs and interactive media. The right news coverage creates “buzz”, improves sales, enhances web traffic, and powerfully leverages your brand and your business, easing growth and accelerating market penetration.

Main Presentation

- Discussion of potential “influencers” of your business
- Receive a “getting started” guide to help you build a foundation to promote you and your business
- Learn how to develop a program yourself

Small Group Exercises

- Define PR as you now know it
- Discuss the PR results that you would expect to see from a program
- Make a realistic commitment for building a successful PR effort

Individual Exercises

Learn to think like a reporter and shape key messages by answering:

- What expertise do I credibly “own?”
- What differentiates me in this industry? Who are my (perceived) competitors?
- What are the current trends in my industry? What am I doing about them?

The moderator is **Kevin Gross, President of KMG Enterprises, LLC** a nationally recognized expert on entrepreneurial development and quantum business growth. The presenter is **Kellee Johnson, Principal of The Ballast Group, LLC**, a leading implementer of innovative marketing strategies and PR programs to dramatically accelerate growth.

Registration Details

- \$480 per company (two participants maximum), includes continental breakfast, lunch, materials, and pre-and post-workshop consultations.
- Registration deadline is 1/25. To reserve your spot and schedule your pre-workshop consultation, contact Kellee Johnson at 312-751-3959 or kjohnson@ballastgroup.com.
- Space is limited. Please call for details. We look forward to seeing you!



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