

The Inland Empire Chapter of the Public Relations Society of America is hosting the region's leading workshop for area communications professionals.

Brian Solis' PR 2.0 Manifesto is at the center of the conversation. Empower yourself with an increased understanding of how the democratic participation in communication is changing the face of media creation, distribution, and consumption.

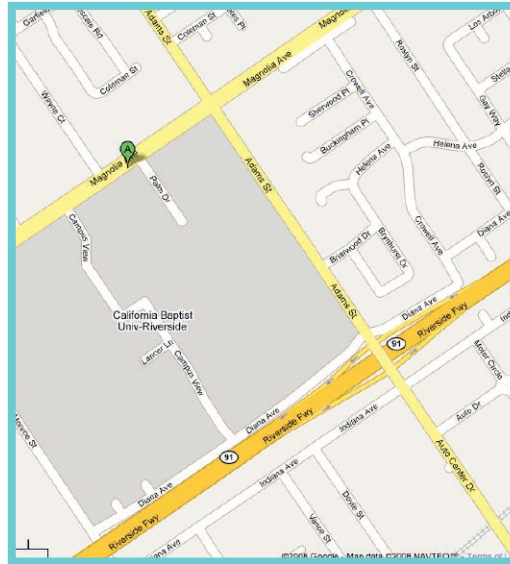
**WEDNESDAY
OCTOBER 15 2008**

Featuring Keynote Speaker



Brian Solis,
Principal
FutureWorks PR

Brian Solis is principal of FutureWorks, an award-winning public relations and new media agency in Silicon Valley. Solis blogs at PR2.0, bub.blicio.us, and regularly contributes public relations and tech insight to industry publications. Solis is among the original thought leaders who paved the way for social media. He's a co-founder of the Social Media Club, is an original member of the Media 2.0 Workgroup, and also contributes to the Social Media Collective.



California Baptist University
8432 Magnolia Boulevard
Riverside, CA 92504
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Event Sponsors:



Public Relations Society of America
California Inland Empire Chapter
P.O. Box 5214
San Bernardino, CA 92408
www.prsaie.org



California Inland Empire Chapter

PRSA Public
Relations
Society of
America
PRESENTS

PR 2.0 Breaking Into The Conversation

Discover How Public Relations Professionals
Engage A Social Media Strategy

Biennial Public Relations Fall Workshop

OCTOBER 15 2008

California Baptist University
Copenbarger Room, 8 a.m. to 3 p.m.

Workshop Schedule

8:00 – 8:30 a.m. Registration/Breakfast

8:30 – 9:00 a.m. Opening Remarks

*Hillary Angel, Palm Springs
Bureau of Tourism,
PRSA-CIEC President Elect*

*Cyndi Zidell, County of San Bernardino
Regional Parks,
PRSA-CIEC President*

**9:00 – 9:45 a.m. How To Craft a Powerful, Cost
Effective Social Media Strategy**

Sally Falkow, Expansion Plus, LA

**9:45 – 10:30 a.m. Your Website is a Strategy,
Not a Tactic**

Ron Burgess, Red Fusion, Inland Empire

10:30 – 10:45 a.m. Break

**10:45 – 11:30 a.m. Social Media Campaign
Case Studies**

Casey DeLorme, getspine.com, San Diego

11:30 – 12:00 p.m. Buffet Lunch

**12:00 – 1:30 p.m. "Now is Gone:" Integrating
Social Media into Marketing**

*Luncheon Keynote
Brian Solis, FutureWorks, Silicon Valley*

1:30 – 1:45 p.m. Break

**1:45 – 2:30 p.m. Measuring the ROI of Online
Media: Blogs, Websites and Such**

*Ellerton Whitney, Earthbound Media Group,
Orange County*

2:30 – 2:45 p.m. Closing Remarks

*Hillary Angel, Palm Springs
Bureau of Tourism,
PRSA-CIEC President Elect*

3:00 – 3:30 p.m. Campus Tour

*Karen Bergh, California Baptist University,
PRSA-CIEC Ethics Chair*

PR 2.0 Breaking Into The Conversation

Featured Speakers

Sally Falkow, is president and chief strategist at Expansion Plus, an Internet marketing and public relations agency based in Los Angeles, CA. She is also the co-developer of PRESfeed, an online content syndication and social media tool for public relations and marketing professionals. She is in demand as an expert speaker on how online news, blogs and RSS are influencing online public relations and marketing. Sally has authored several ebooks on and has lectured in communication theory, public relations strategy and consumer behavior at the university level.

Ron Burgess is a business and marketing management consulting partner for Red Fusion, the Inland Empire's, leading web content design and maintenance company. With an emphasis on using affordable technology and systems to give clients a strategic advantage, Burgess has shepherded and partnered three successful businesses as out-growths of his practice. Ron's background in small business management, and vast real-life experience in marketing and technology, creates a unique perspective which is so necessary in today's new marketplace.

Casey DeLorme, owner, Getspine Communications in San Diego is a self-described public relations geek, consultant, writer, speaker, social media explorer, surfer (the ocean kind), paraglider, and artist. He is also the 2008 chair for PRSA's Chapter/District Council, serves on PRSA's Western District Nominating Committee, and is the 2008 Immediate Past Chair for PRSA's Western District.

Ellerton Whitney is Earthbound Media Group resident senior online marketing consultant, and has an in-depth understanding of the digital landscape. He has led Web 2.0 social media marketing campaigns for many enthusiast-oriented web content properties including *Motor Trend*. He has expertise with all the major search engine marketing platforms, along with experience advertising for Fortune 500 accounts. Ellerton holds an MBA in marketing from San Diego State University, and a BA in political science from the University of California, San Diego.

PRSA-CIEC Fall Workshop Registration

Name _____

Title _____

Organization _____

Address _____

Telephone _____

E-mail _____

PRSA-CIEC Member – \$85

Non-Member – \$105

PRSSA Members – \$55

Workshop fees include a continental breakfast, buffet lunch, and parking.

Reservation Required:

Complete form and return with payment by Friday, October 3. Make check payable to PRSA-CIEC.

California Inland Empire Chapter

PRSA Public
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America

Send check to:
PRSA-CIEC
P.O. Box 5214
San Bernardino, CA 92408

Questions?
Email prsaie@hotmail.com