

# Train and update your staff from the convenience of your office with PR University's Best-Selling Audio Conferences and Webinars

Prominent journalists and leading PR experts reveal the hottest secrets for scoring more coverage every week

PR University's audio conferences and webinars give you techniques and wisdom from the best in our profession—helping you improve your pitching prowess, grow your career and learn new skills that will make you a more valuable asset to your organization. Whether you want to learn the most practical and profitable strategies from PR veterans or get inside tips and behind-the-scenes advice from influential journalists and newsroom authorities—these audio conferences will fulfill your need for practical, current and instantly-actionable PR knowledge.

Each week, PR University brings you a practical, provocative Meet the Editors (Media Panel) or Master Class audio conference you can attend from the comfort of your office. Additionally, our Bootcamp Webinars take place monthly. You can also download mp3 audio files of each PR University audio conference or webinar through our "On Demand" service or purchase any session on CD.

## 2009 SUMMER/FALL SCHEDULE

Conference Title	Type	Date
Mastering Viral Video for PR: New Techniques PR Can Use to Build Buzz on YouTube and Beyond	Bootcamp Webinar	7/1/09
Journalists Speak on Twitter, Facebook, LinkedIn: Top Reporters Reveal How PR Can Work with the Press via Social Networks	Meet the Editors	7/9/09
Supercharging Press Releases: New Ways PR Can Use SEO and Smarter Writing Techniques to Reach Wider Audiences	Master Class	7/15/09
Blog Pitching Update for PR: Top Web Influencers Show How to Build Relationships and Reach Millions Online	Meet the Editors	7/16/09
Social Media Measurement Bootcamp: How PR Can Monitor Brand and Buzz on Twitter, Facebook, LinkedIn and Beyond	Bootcamp Webinar	7/23/09
Maximizing Food and Beverage Media Coverage in the New Economy: Epicurean Journalists Dish on Best PR Practices, Top Food Media Trends	Meet the Editors	7/30/09
Social Media Optimization in Ten Easy Steps: A Practical Program PR Can Use to Maximize Social Media Success and ROI	Bootcamp Webinar	8/13/09
Broadcast Bonanza for PR: Producers, Hosts and Industry Insiders Reveal Secrets of Winning National Coverage on TV and Cable	Meet the Editors	8/19/09
Advanced PR Writing for the Web: New Media Wordsmiths Reveal Copywriting Secrets to Grow Audiences Online	Master Class	8/20/09
New PR Secrets for Pitching Business Desks: Leading Editors Reveal How to Work with Top Daily Business Reporters in the New Economy	Meet the Editors	8/27/09
LinkedIn Bootcamp for PR: How to Use Social Media Networks in Communications to Build Brand and Buzz for Less	Bootcamp Webinar	9/3/09
Pitching News Services and Wires: How to Get Your Hard News Heard and Seen Nationwide	Meet the Editors	9/10/09
Perfect Email Pitches: Master PR Scribes Reveal How to Craft Copy That Boosts Opens and Media Coverage	Master Class	9/16/09
Pitching Mommy Bloggers: Top Women Online Influencers Reveal Best PR Pitches and Service Strategies to Drive 42 Million Consumers to Your Product	Meet the Editors	9/17/09

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<b>Conference Title</b>	<b>Type</b>	<b>Date</b>
Pitching Travel, Leisure & Hospitality in the New Economy: Top Media Share New Travel Trends, Hot Buttons and Best Pitching Practices	Meet the Editors	9/25/09
The Official Facebook Strategy for PR: A Practical Program for Building Brand and Buzz on Top Social Networks	Bootcamp Webinar	10/8/09
Tech Media PR Can't Afford to Miss: Top Tech Influencers Reveal Best PR Practices for Reaching Consumers in Today's Economy	Meet the Editors	10/14/09
Social Media For PR: 9 Fatal Flaws of Doing PR in the Web 2.0 Era—and How to Avoid Them	Bootcamp Webinar	10/16/09
Using Social Media for Internal Communications: Execs Outline Best Policies, Procedures and Practices for PR in the Web 2.0 Era	Master Class	10/22/09
Measuring PR: Output, Outcome or Out of Work—How to Save Your Job and Budget	Bootcamp Webinar	11/5/09
Meet the Producers: TV Insiders Show PR How to Place Corporate Video and B-Roll on TV Stations and Websites	Meet the Editors	11/6/09
What Do Women Want? Top Women's Media Share Hot Topics, Pitching Tips and Best PR Practices for Reaching Millions of Readers	Meet the Editors	11/12/09
How PR Can Reach Millions Via YouTube: Web 2.0 Experts Reveal the Secrets of Success of the Top PR Placed Videos on YouTube	Bootcamp Webinar	11/18/09
Superior Social Media Strategy for PR: How to Transform Company Blogs into New Digital Hubs That Drive Reach and ROI	Bootcamp Webinar	12/3/09
Social Media Release Bootcamp for PR: New Templates and Techniques for Giving Releases Wider Reach and ROI	Bootcamp Webinar	12/10/09
Pitching the Top Ten Worldwide Blogs: Editorial Insiders at Widest Reaching Blogs Share Best PR Pitches and Practices	Meet the Editors	12/16/09
Twitter Training Update for PR: Web 2.0 Guru Shows How to Maximize Your Social Media Reach Results and ROI	Bootcamp Webinar	12/17/09

**For more information on any of these events—or to register—phone 1-800-959-1059  
or go to [www.bulldogreporter.com](http://www.bulldogreporter.com)**

# PR University lets you train and update your staff from the convenience of your office – for an extremely low price.

**These audio conferences and webinars feature prominent journalists and renowned PR experts – you're always guaranteed a profitable learning experience.**

## What is an audio conference?

It's much like a large conference call or a radio show in which you can participate – by calling in questions to panelists. To enter the call, simply dial the conference 800-number from your phone, put in your PIN, and you're connected! **Now you can train your entire staff for just \$299 per dial-in site!** (Additional dial-in sites require additional registrations.)

## When are the audio conferences held?

Most PR University audio conferences are held on Thursdays, and all take place at 10:00AM PT, 11:00AM MT, 12:00, Noon CT, and 1:00PM ET.

## How much do the audio conferences and webinars cost?

Audio Conference/Webinar Registrations or Dial-In-Sites	Audio Conference/Webinar
1-2	\$299
3-10	\$245 (Save 19%)
11 or more	\$220 (Save 28%)

REFUNDS: Cancellations received before 5:00PM Pacific time two days prior to any event may receive a full refund, less a \$25 service charge.

## What's included in your audio conference registration?

- A site license to attend the 90-minute conference (invite as many colleagues as you can fit around your speakerphone, at no extra charge)
- PR University's conference manual, which includes up-to-the-minute, verified contact information and background on the panel, as well as additional value-add articles from the archives of *Bulldog Reporter*
- A full transcript, emailed to you soon after the conference
- The opportunity to connect with any or all of the speakers during the audience Q&A session or live pitch

## What's included in your webinar registration?

- A site license to attend the 90-minute tutorial with other successful PR leaders
- Comprehensive webcast manual, including PowerPoint slides prepared in advance
- Networking opportunities to connect with panelists and attendees during live Q&A
- a full transcript, emailed soon after the event

## How does a webinar work?

The live *audio* of these presentations is delivered to you over your telephone. The *graphical* parts of the presentations (PowerPoint slides) are presented over the Internet and are available to print out before the program. The presentation slides will be downloadable and will include spaces for taking notes while following along with the presentation. It's like a talk-radio program with visuals on the Web. Best of all, you and your team will be able to have a live Q&A with all the speakers.

## What is PR University "On Demand"?

PR University "On Demand" gives you encore presentations of Bulldog Reporter's very best audio conferences and webinars.

If you missed any of our great audio conferences – either Master Class or Meet the Editors events you still have a chance to listen to these "golden" sessions. Best of all, you and your staff can schedule "On Demand" training sessions anytime you want – as many times as you want.

## How can I register?

To register for any conference, just call Bulldog Reporter's Client Satisfaction Department at 1-800-959-1059 or go to [www.bulldogreporter.com](http://www.bulldogreporter.com).

Registrations for each event are accepted until 9:30AM Pacific time, the morning of the conference. But because most conferences are supported by printed materials, we encourage early registration.



**For more information on any of these events—  
or to register—phone 1-800-959-1059 or go to [www.bulldogreporter.com](http://www.bulldogreporter.com)**