

**BULLDOG REPORTER'S PR UNIVERSITY ANNOUNCES  
TWO INTENSIVE FULL-DAY WORKSHOPS**

**1. Social Media Bootcamp for PR Professionals**  
**2. Advanced Social Media Practice for PR**

Learn everything you need to master social media: Help your organization take advantage of the explosion of market-moving networking sites—like YouTube, Twitter, Flickr, MySpace, Facebook and LinkedIn—to dramatically increase your visibility among the new influencers. Two intensive hands-on workshops help you create a powerful social media strategy, then put these social media tools to work to generate measurable results. Attend both events and become your organization's expert in new media.

**Taught by Sally Falkow:**  
**Top-Rated New PR Technology Trainer**

One of Bulldog Reporter's most practical and popular training sessions taught by a master trainer and PR technology consultant



**EIGHT ONE-DAY WORKSHOPS NATIONWIDE THIS WINTER**

**Social Media Bootcamp for  
PR Professionals**

- New York February 5, 2009
- Washington, D.C. February 12, 2009
- San Francisco February 16, 2009
- Chicago February 23, 2009

**Advanced Social Media  
Practice for PR**

- New York February 6, 2009
- Washington, D.C. February 13, 2009
- San Francisco February 17, 2009
- Chicago February 24, 2009

**Attend both workshops and save \$400—  
early-bird registrations save \$100 more**

**FOR DETAILS CALL  
1-800-959-1059**

# Two events cover all of today's excitement for increasing your visibility and connecting

## 1. The Social Media Bootcamp for PR Professionals: 8 hours that will put you in command of the entire PR 2.0 revolution

### You'll learn about every major social media tool for PR professionals

This intensive one-day workshop will arm you with a complete understanding of the most powerful social media techniques—how you can use them, how you can make them cost-effective and how you can avoid the pitfalls others have encountered. Here are some of the approaches we'll cover:

YouTube	Conversation Miner	Online newsrooms
RSS feeds	Nielsen BuzzMetrics	Blog Pulse
Twitter	Technorati	Radian6
Corporate blogs	Google Blog Search	Word of mouth
Pitching blogs	Google Trends	SEO
LinkedIn	Podcasting	And many more!

### Keep your social media program accountable: How to set measurable goals

The last thing you want is a social media strategy based on impulse. As exciting as this new technology is, you want a *cost-effective program based in fact*. To make sure your plan is sound and reflects reality, you'll learn:

- The impact of social media on society and marketing
- How to justify a social media program to your management
- How to conduct disciplined keyword research
- How to use free tools to monitor your primary keywords
- What your organization's particular keywords are *today*
- What a social media program looks like: A model template

### How to monitor and evaluate your reputation in social media

Social media PR programs require active listening, and this workshop will tell you how to stay on top of conversations about your products

and company, as well as how to evaluate their impact and the necessity of responding (or not!). You'll discover:

- How to use the miracle of RSS for monitoring the conversation
- How to set up your own RSS feeds *in the workshop*
- How to create persistent searches of target keywords and phrases
- How to evaluate the tone of conversations about your organization
- How to share the conversation with others on your team
- Which possible actions you should consider in response

### Identify and track top blogs, social media and other important influencers for your business

Blogs and social media conversations can make you, break you or have absolutely *no effect* on your reputation or marketplace. We'll show you how to tell the difference between the most important voices in the blogosphere and niche social media networks that matter little.

### How to create your own content strategy and take part in the conversation

Social media gives you the opportunity to push information to your various publics, as well as to join ongoing conversations that may deal with your organization, products or staff.

- What are the most effective self-publishing vehicles: Podcasts, video casts, e-newsletters, blogs?
- Which content vehicles best meet your communications goals . . . and which are most realistic for you to create and maintain?
- What should you know before you jump into chat rooms and other forums?
- What etiquette and rules must you observe when participating in social media?
- Should your organization set up pages on top social media sites?

### You'll return from this intensive, hands-on workshop with a detailed action plan

This Social Media Bootcamp for PR Professionals is not primarily about theory—though you will surely cover all the basic concepts. Rather, it's geared for those who want to create and implement a plan. Come prepared to learn the terms and technologies, but also come prepared to outline a course of action. You'll walk out with the tools you need to set measurable goals for your program; monitor social media for relevant connections to your products and organization; identify the key influencers in your marketplace; and actively participate in the social media "conversation." Because this is a hands-on event, we'll review plenty of case studies, so you get a solid feeling for the real world: Mommy Cast, Metro Interactive, Pontiac Underground, Bank of America Small Business, Intuit Jump Off and many more.

**Best of all, your classroom will be a Wi-Fi environment, so bring your own laptop and get ready to dig in.**

To register for these social media workshops, go to

# Big breakthroughs in PR 2.0 technology Communicating directly with customers

## 2. Advanced Social Media Practices for PR: Acquire every skill you need to implement your social media strategy . . . in just one day

### Visit and learn to participate in the most popular social media networks

You no longer any need to be a stranger in a strange land: During this intensive workshop, the world of social media will become real for you. You'll visit all the hottest sites, plus learn how to create pages, post video and photos, create and leverage affinity groups, to start and take part in conversations.

YouTube	Facebook	Online newsrooms
Flickr	Twitter	MySpace
Digg	Delicious	LinkedIn
Gather	Eons	Second Life
MediaPost	Top social news sites	IT Toolbox

### Acquire and start using an arsenal of essential social media tools

Social media are complex and they change rapidly. To stay on top of all the activity, numerous tools have emerged—some more useful than others, some more costly than others. This workshop gives you a complete overview of all the free and paid tools at your command, as well as objective criteria for judging which (if any) you need.

You'll gain mastery over these powerful monitoring and ranking tools:

Google Blog Search	Radian6
MyST Blogsite	Technorati
BuzzLogic	BlogPulse
Conversation Miner	BrandsEye

### Harness the power of blogs and podcasts—yours and those of others

Perhaps the most profound and effective social media technique to emerge is blogging—as well as its smaller siblings, podcasts and vodcasts. As a PR professional, you need to be aware of these technologies both as outreach tools and as the recipient of wanted or unwanted attention. In this workshop, you'll find out:

- What resources—human and digital—you

must have in order to create credible corporate blogs, podcasts and vodcasts

- Which tools to use to quickly and inexpensively monitor industry bloggers
- Techniques and rules for successfully pitching industry bloggers

### Master the latest social media tools for supercharging your press releases and learn how to create a social media newsroom

One of the greatest contributions of Web 2.0 technology is the ability to distribute news releases directly to your public and boost coverage of your corporate stories to bloggers and even traditional media. In this workshop, you'll learn the latest techniques to create a social media press release and robust new models for online newsrooms. You'll cover:

- How to optimize your news releases for search using new social media techniques, like YouTube, Flickr and keyword repetition
- Which off-the-shelf products you should evaluate for your online newsroom
- How to use RSS feeds and content syndication to push your news out
- How to tag your releases to improve search results
- How to use social bookmarking in your news site
- How to add multimedia to a news release
- How to construct a social media news release

### Gain mastery of all the most important tools and techniques for increasing visibility, engaging customers and influencing the conversation

If you have a good understanding of the social media landscape, plus a plan for venturing forth, this workshop will help you master the tools you'll need to launch exciting, effective social media campaigns. We'll review—and practice with—every significant tool you'll need to assess keywords, your online reputation, and ongoing discussions about your company and products. You'll learn how to monitor conversations, create pages on popular social media networks, and post to photo- and video-sharing sites. Finally, you'll discover the best techniques for online newsrooms, social bookmarking, and creating podcasts, vodcasts and corporate blogs.

**Please note that this is a hands-on, “wired” workshop: You'll test-drive many online tools, visit key websites and work with them firsthand. Your classroom will be a Wi-Fi environment, so bring your own laptop and get ready to get started.**

# Register here for Social Media Bootcamp for PR Professionals and Advanced Social Media Practice for PR

## How to reduce your fees for these career-transforming workshops

**Attend One Workshop:** Fees for attending one workshop are \$995 for the first participant, \$895 for the second participant, and \$795 for the third and subsequent participants from the same organization. Register by Friday, January 16 and reduce each participant's registration fee by another \$50!

**Attend Both Workshops:** Fees for attending two workshops are \$1,695 for the first participant, \$1,595 for the second participant, and \$1,495 for the third participant. Register by Friday, January 16 and reduce each participant's registration fee by another \$100!

**Payment.** Payments must be received in advance of the event and may be remitted in the form of a check or credit card charge to Infocom Group, 124 Linden Street, Oakland, CA 94607; 1-800-959-1059. Participants may be billed, preferably with a purchase order number, *but full payment is due prior to your workshop.*

**Cancellations:** Cancellations by 5PM (PST), Wednesday, January 21, for New York; 5PM (PST), Wednesday, January 28 for Washington, D.C.; 5PM (PST), Friday, January 30 for San Francisco; and 5PM (PST), Friday, February 6, for Chicago receive a credit toward Bulldog Reporter's products and services, less a \$50 processing fee. Registrants who do not attend or who cancel after the deadline are liable for the entire fee.

## YES! We want to dramatically increase our social media PR skills and results.

Please register us for the intensive one-day Workshop(s) checked below.

### CHOOSE YOUR WORKSHOPS AND DATES:

#### Social Media Bootcamp for PR Professionals

- New York February 5, 2009  
 Washington, D.C. February 12, 2009  
 San Francisco February 16, 2009  
 Chicago February 23, 2009

#### Advanced Social Media Practice for PR

- New York February 6, 2009  
 Washington, D.C. February 13, 2009  
 San Francisco February 17, 2009  
 Chicago February 24, 2009

Your venue will be in a central part of the Workshop city, and you will be notified of the specific location upon registration.

### CHOOSE THE APPROPRIATE FEE:

Registration for single workshops before January 16, reduce each fee by \$50.  
 Registration for two workshops before January 16, reduce each fee by \$100.

	Regular fee	Fee before Jan. 16
One participant, one workshop =	\$ 995 _____	\$ 945 _____
One participant, two workshops =	1,695 _____	1,595 _____
2nd participant, one workshop =	895 _____	845 _____
2nd participant, two workshops =	1,595 _____	1,495 _____
3rd participant, one workshop =	795 _____	745 _____
3rd participant, two workshops =	1,495 _____	1,395 _____
TOTAL	\$ _____	\$ _____

### CHOOSE A PAYMENT OPTION:

- Our check is enclosed  
 Charge our credit card  Visa  MC  AmEx  
 # \_\_\_\_\_ Exp. \_\_\_\_\_  
 All charges appear on credit card statement as Infocom Group.  
 Please bill us (payment must be received before workshop)  
 Purchase Order # \_\_\_\_\_

### PARTICIPANT 1

Name \_\_\_\_\_  
 Title \_\_\_\_\_  
 Company \_\_\_\_\_  
 Street \_\_\_\_\_  
 City, State \_\_\_\_\_ Zip \_\_\_\_\_  
 Phone ( ) \_\_\_\_\_  
 Email \_\_\_\_\_  
 Fax ( ) \_\_\_\_\_

### PARTICIPANT 2

Name \_\_\_\_\_  
 Title \_\_\_\_\_  
 Company \_\_\_\_\_  
 Street \_\_\_\_\_  
 City, State \_\_\_\_\_ Zip \_\_\_\_\_  
 Phone ( ) \_\_\_\_\_  
 Email \_\_\_\_\_  
 Fax ( ) \_\_\_\_\_

### PARTICIPANT 3

Name \_\_\_\_\_  
 Title \_\_\_\_\_  
 Company \_\_\_\_\_  
 Street \_\_\_\_\_  
 City, State \_\_\_\_\_ Zip \_\_\_\_\_  
 Phone ( ) \_\_\_\_\_  
 Email \_\_\_\_\_  
 Fax ( ) \_\_\_\_\_



Infocom Group, 124 Linden Street  
 Oakland, CA 94607  
 1-800-959-1059  
 www.bulldogreporter.com

For fastest registration service, register online at [www.bulldogreporter.com](http://www.bulldogreporter.com). Or call 1-800-959-1059 for personalized service or fax this registration to 510-596-9331

# What your colleagues say about trainer Sally Falkow

“The Social Media Bootcamp presentations were terrific. They used great examples and were right on the money. The single most useful thing I learned was to understand the social media process. There was a technique for everything from evaluating blogs to analyzing keywords and deciding where to go. I would recommend this workshop to colleagues, because if you want to stay in business you have to know what the best Web-based strategies are for your company.”

**Ellie Becker**, Partner, Team PR

“This was the best one-day seminar I’ve ever attended—well worth the cost, and the information was invaluable. I wish it had lasted longer! The training gave me what I needed to determine social media strategies for my clients, as well as stats to rationalize social media programs to my clients, and tools to read, buy and access to help in our campaigns.”

**Lenora Kaplan**, Vice President, Q AD/PR

“I recommend the Social Media workshop for two reasons: First, it goes beyond theory to results-driven applications that work for real-life PR. Second, you have the chance to learn with peers who are facing the same frontline challenges you are. You also learn tools and solutions that really work for clients. This was the first program I’ve attended that not only explained what an RSS feed is and why it’s so important, but went beyond that theory to demonstrate how PR professionals can apply feeds successfully to raise digital awareness and impact.”

**Caroline L. Platt**, Director of Account Services,  
The Hodges Partnership

“The Social Media Bootcamp refocused my attention on the critical role of RSS, and made me resolve to start creating social media releases. I would recommend the workshop because these are immensely valuable tools that any smart PR practitioner should be able to use.”

**Krista Thomas**, VP, Marketing Communications, Thomson Reuters

“Thanks for a terrific bootcamp yesterday. You helped me put all the disparate pieces of social media knowledge I’ve been collecting into perspective. I have a solid sense of what to do now (or at least until everything changes again). As of this morning, I’ve already put some of your advice into practice. We wrote a press release differently than we might have on Tuesday.”

**Suzanne E. Henry**, Four Leaf Public Relations, LLC

“Instead of just citing examples of valuable websites, the instructors showed us the sites and demonstrated how to log onto them and how to best utilize them. All the topics were thoroughly explained in a how-to manner, rather than a general overview.”

**Bethany Drysdale**, Media Relations Specialist,  
Nevada Commission on Tourism



## Sally Falkow, APR, President, Expansion Plus: “The PR Technology Expert Who Walks the Talk”

Sally Falkow, APR, president of the Expansion Plus marketing technology consulting service, is the industry’s highest-rated speaker on public relations technology topics at Bulldog Reporter events. She’s also a leading consultant and practitioner in a wide range of PR 2.0 issues, especially the use of social media. Above all, Sally makes PR technology crystal clear, drawing on a wealth of real-world client experience to help practitioners implement these exciting technologies while avoiding the pitfalls.

# 1. Social Media Bootcamp for PR Professionals

## 2. Advanced Social Media Practice for PR

Learn everything you need to master social media:

Take advantage of the explosion of networking sites and PR 2.0 tools to dramatically increase your visibility among the new influencers.



124 LINDEN STREET  
OAKLAND, CA 94607  
[www.bulldogreporter.com](http://www.bulldogreporter.com)

### Taught by

Bulldog Reporter's Top-Rated  
New PR Technology Trainer

**Sally Falkow**

**EIGHT ONE-DAY SESSIONS  
NATIONWIDE IN  
FEBRUARY 2008**

## How you'll benefit from these exciting workshops on new social media techniques for PR professionals:

### More than a one-day experience, these workshop will move the needle on your PR programs over the coming years

Sally Falkow's high-impact seminars are packed with insider secrets and will completely change the way you think about social media. They will also dramatically increase your public visibility, website traffic and traditional press coverage.

### You'll return to your office with hard skills and a work product you can put to use the next day

Because these workshops are totally hands on, you'll have plenty of opportunity to view the sites, test-drive the tools and practice the techniques Sally shares. In fact, in your workshop, you'll create actual work product—such as social media strategies and keywords for your corporate SEO program.

### Who should attend?

These high-level workshops are for any PR or marketing professional responsible for external relations—from strategy to implementation—from agency account managers to publicists, from corporate CEOs to communications managers. Whether you've been working in social media for years or are new to the these technologies, the Social Media Bootcamp and

Advanced Social Media Practice are guaranteed to give you new tools, inside tips, success stories, advice on avoiding social media pitfalls and strategic vision to dramatically increase your visibility, your contact with customers and your media coverage.

### Where will they take place?

#### Social Media Bootcamp for PR Professionals

- New York February 5, 2009
- Washington, D.C. February 12, 2009
- San Francisco February 16, 2009
- Chicago February 23, 2009

#### Advanced Social Media Practice for PR

- New York February 6, 2009
- Washington, D.C. February 13, 2009
- San Francisco February 17, 2009
- Chicago February 24, 2009

**For details and personalized service, phone 1-800-959-1059**