

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

Prominent journalists, leading PR experts and industry thought leaders share cutting-edge tactics and techniques for earning more media coverage and expanding your PR skills toolset

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 and webinars will fulfill your need for practical, current and instantly-actionable PR knowledge.

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. 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.

2010 SUMMER/FALL SCHEDULE

Conference Title	Type	Date
New Press Release Techniques for PR: From Social Media Releases to Video News Releases—Tools and Tactics Guaranteed to Maximize Reach and Results	Master Class	5/20/2010
Flip-Cam PR: Master the Latest PR Power Tool and Watch Visibility Skyrocket	Streaming Webinar	5/21/2010
2010 Tech Trends and Tactics: What's Next in Social Media, Media Relations and Marketing—an Exclusive Interview with Robert Scoble	Exclusive Interview	6/1/2010
Social Media When “It” Hits the Fan: What PR Must Know about Online Crisis Communications to Win the War on the Web	Webinar	6/3/2010
How to Place Products in 2010 Holiday Gift Guides: Editors Reveal Secrets for Scoring Ink	Meet the Editors	6/17/2010
What Do Women Really Want? How Online PR Can Reach \$5 Trillion in Female Purchasing Power	Master Class	6/23/2010
Nine New Fatal Flaws in Social Media PR: How to Avoid Them for Greater Reach, Results, and ROI	Webinar	6/24/2010
The Future of the Internet: How PR Can Stay Relevant in the Expanding Digital Era—an Exclusive Interview with Pew Internet & American Life Project Director Lee Rainie	Exclusive Interview	7/7/2010
Email Pitches: New Tips, Tricks and Techniques for Generating More Opens and Ink	Master Class	7/15/2010
Social Media Analytics Best Practices 2010 Update: A Review of the Newest Tools & Techniques	Webinar	7/21/2010
Twitpitching: Breaking Through the Flood of Tweets to Sell Your Story to Editors & Bookers	Meet the Editors	7/22/2010
BP Blunders & Lessons Learned—Day 99 of the Oil Spill Crisis: PR Lessons for How to Communicate When “It” Hits the Fan	Webinar	7/27/2010
Permission Marketing: Kicking It Up to the Next Level—an Exclusive Interview with Seth Godin	Exclusive Interview	8/3/2010
Online Newsrooms Journalists and the Public Love: Best Practices and Biggest Mistake	Webinar	8/5/2010
Leading Healthcare Editors Reveal Top Trends, Editorial Hot Buttons and Pitching Advice	Meet the Editors	8/12/2010

continued on next page



124 Linden Street, Oakland, CA 94607, 1-800-959-1059, Fax: 510-596-9331

www.bulldogreporter.com

Conference Title	Type	Date
Seven Steps for Creating and Integrating Breakout Social Media PR Strategies: Success Lessons from the Front-Lines	Webinar	8/18/2010
Building Brands on Facebook: Case Studies in Success, Hard-Won Lessons and Proven Techniques	Webinar	8/19/2010
PR Crisis Control in the Twitter Age: Dell, Jet Blue and Taser Share War Stories and Lessons Learned	Master Class	8/26/2010
Dynamite Digital Video VNRs and SMTs: What's Working—and Not Working—in the New Media Era	Webinar	9/2/2010
Social Media Release Update: Latest Templates, Tips and Inside Tricks	Webinar	9/9/2010
Publicizing Gadgets and Other Hot Consumer Technology: Top Tech Websites Share Pitching Advice	Meet the Editors	9/16/2010
What Turns Women On: Top Women's Magazine Editors Share Latest Trends, Hot Buttons and Pitching Advice	Meet the Editors	9/23/2010
Five Magical Steps to Writing More Powerful Press Releases in Half the Time	Master Class	9/30/2010
How to Double Your Twitter Following in the Next Six Months: Recipes for Attracting and Keeping Brand Evangelists	Webinar	10/7/2010
Putting Relations Back in Public Relations: How to Get Up Close and Personal in Social Networks	Master Class	10/14/2010
Supercharging PR Creativity: The Truth of How the Most Brilliant PR Campaigns Got that Way	Master Class	10/20/2010
Advanced Web Writing: Making Online Content More Searchable, Sharable and Memorable	Webinar	10/21/2010
Crisis in the First 60 Minutes: How to Prepare Your Organization for Disaster in a Digital World	Master Class	10/28/2010
Mobile Marketing: How PR Can Tap into Apps to Reach Millions	Webinar	11/4/2010
Top Travel Media	Meet the Editors	11/11/2010
SEO & SMO for PR: Getting Found via Social Media and Search	Webinar	11/17/2010
Using Social Media to Pitch the Press: PR Case Studies	Master Class	11/18/2010
Corporate Social Media Policies: Ten Case Studies and Steps for Creating Yours	Webinar	12/2/2010
Top Food Media	Meet the Editors	12/9/2010
The Inside Scoop: How Corporations Use Twitter and Social Media to Build Brand Loyalty and Sales	Webinar/Master Class	12/15/2010
Top Journalistic Faux Pas PR Makes in the Digital Era	Meet the Editors	12/16/2010

**For more information on any of these events—or to register—phone 1-800-959-1059
or go to 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.

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**