

Strategic Communication SUMMER SCHOOL

June 22, 2012

Words to Grow By: Build a Strategic Communication Plan in 1 Day

Professionals & Business Owners:

- ◆ Get more from your investment in strategic communication ◆

Corporate buyers & managers:

- ◆ Gain insight, get to know up-and-coming woman-owned firms ◆

Calibrate your communication & build reputation!

- ◆ Calibrate your content & target your social media strategies
- ◆ Find out what news editors need and how to tailor your message to gain media coverage
- ◆ Learn why & how to use 5 new tools to reach audiences directly
- ◆ Understand how crisis communication fits into your overall plan

When: June 22, 2012

Where: 175 North Harbor Drive,
Chicago, IL

Tickets: \$127 until June 1st
\$157 until June 15th *deadline*

Includes lunch & materials

Tickets are non-refundable

Attendance is limited...Register today!

<http://strategiccommunicationsummerschool.eventbrite.com>



Hurry, order today! Attendance is limited; use the link at the bottom to get your ticket.



The Grossbauer Group a collaborative team of talented, energetic graphic and web designers, creative writers, and programmers, supports clients in the Chicago area and nationwide in integrated marketing programs with measurable outcomes, and broad-ranging advertising and Internet marketing. ***www.grossbauer.com***



The time to plan for a crisis is before it hits. Be ready for the unexpected. Assess what your organization needs to know in advance about managing crisis communication via digital media with Jane Jordan-Meier, internationally known crisis communication consultant and author of "The Four Highly Effective Stages of Crisis Management." As principal of consulting firm Jane Jordan & Associates, Jordan-Meier blends business continuity, issues management and crisis communication techniques honed over two decades of advising senior executives at global, U.S. and Australasian companies. ***www.janejordan.net***

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Based on 30 years' experience as a business journalist and content consultant, Joanne Cleaver equips spokespeople and experts with techniques to navigate media interviews, using the proven practices of MediaSkills USA. Her firm, Wilson-Taylor Associates, Inc., helps organizations and experts develop and deliver strategic messages that build reputation and authority.

www.wilson-taylorassoc.com

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