

2009 Marketing Roundtable

DECEMBER 15: PUBLIC RELATIONS

5:00 pm - Registration/Networking, 5:40 - 7:00 pm - Program

More Market Exposure For Less Cash

Moderator: Sam Fine

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Few marketers ever have enough advertising budget, so lower cost alternatives can significantly help extend promotional effectiveness. In these financially challenging times, public relations is still one of the most affordable and credible marketing communications options.

Sam Fine and his agency, Intermedia, have helped clients increase their public awareness by consistently including their evolving business news in their marketing mix.

From our panel you will learn how to better present and spread your news, how the media prefers to receive and process it, and how businesses can benefit over time from a media relations program.

When your company's news stories are properly targeted, with content relevant to your publics, they can positively inform and influence your prospects for a fraction of advertising costs.

Please bring your questions.

Panelists: Julie Metea

MessageCoach Public Relations

Paula Gardner

AnnArbor.com, Business Review

Don DeSmith

Servant Systems

Program Description

How to cost-effectively reach your audiences with your news, in all types of public media.

Who Should Attend

Established business owners and executives, start-up entrepreneurs, and marketing communicators with newsworthy stories to share.

Location & Registration

SPARK Central, 330 E. Liberty, Lower Level, Ann Arbor, MI 48104
Register at www.AnnArborUSA.org or call 734.761.9317.

SPARK will be the driving force in establishing the Ann Arbor Region as a desired place for business expansion and location...by identifying and meeting the needs of business at every stage, from those that are established to those working to successfully commercialize innovations.



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