

Fair Media Council

CONNECTION DAY

OCTOBER 27, 2011 - 8:00 A.M.— 4:00 P.M.

CREST HOLLOW COUNTRY CLUB, WOODBURY

Listed below are the workshop times and choices for Connection Day. Please select a first and second choice for all three time slots.
(If both your top choices are filled, we will contact you for a third choice).

	SESSION I	SESSION II	SESSION III
TRACK	8:30-10:00 a.m.	10:45 a.m.—12:15 p.m.	2:00-3:30 p.m.
A	Preparing to Pitch to the Media	Getting to Know LI Press	Presentation Skills 101
B	Social Media Best Practices	Tweeting For Business	Online Analytic Effectiveness Tools
C	Establishing Media Relationships	How to Create Video Messages	Crisis Management
D	Pitching News Media	Presentation Skills 101	Social Media and Non-Profits
E	Getting to Know AOL's Patch.com	Creating an Effective Website	Social Media's Future
F	Creating a Social Media Policy	Social Media for Small Business	Creating Effective Online Messages
G	Understanding the Basics of Media Coverage	Establishing Relationships with the Media	Creating A Comprehensive Communication Plan

Name: _____

Company: _____

Address: _____

Phone: _____

Email: _____

WORKSHOP SELECTIONS

(use track letter)

SESSION I:

1st: 2nd:

SESSION II:

1st: 2nd:

SESSION III:

1st: 2nd:

Billing Information

please select one method of payment, and one ticket price; a portion of your ticket is tax-deductible; tickets are non-refundable

- I will fax my completed form to 1.855.432.4763. Please invoice me.
- My Check, made payable to Fair Media Council, is enclosed.
- I would like to pay by credit card. Please call me.

Please send checks and registration to:

Fair Media Council
1055 Stewart Ave
Bethpage, NY 11714

- Member Ticket Price: \$230**
- Student (w/Valid ID): \$99**
- Non- Member Ticket Price: \$375**
- Lunch Only Ticket: \$135**

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Questions? Please call 1.855.432.4763

www.fairmediacouncil.org

Twitter: #FMCCD