



# Fair Media Council

## Connection Day 2011

Oct. 27, 8 a.m. - 4 p.m. @ Crest Hollow Country Club

**Get Connected with Media**

**Inside: Involvement Opportunities  
To Grow Your Organization**

**Get Media Savvy.**

1.855.4FAIR-ME

[www.fairmediacouncil.org](http://www.fairmediacouncil.org)

# Fair Media Council

Sponsorship: \$

Exhibit: \$

Advertisement: \$

# CONNECTION DAY

OCT. 27, 2011 8 A.M.— 4 P.M. AT CREST HOLLOW CC

Listed below are the workshop times and choices for Connection Day. Please select a first and second choice for all three time slots. FMC recommends choosing a track. See next page for track descriptions.

**Questions? Call 1.855.4FAIR-ME (1.855.432-4763)**

	<b>SESSION I</b>	<b>SESSION II</b>	<b>SESSION III</b>
TRACK	8:30-10 a.m.	10:45 a.m.—12:15 p.m.	2 -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: \_\_\_\_\_

### WORKSHOP SELECTIONS

(use track letter)

Company: \_\_\_\_\_

#### SESSION I:

Address: \_\_\_\_\_

1st: \_\_\_\_\_ 2nd: \_\_\_\_\_

Phone: \_\_\_\_\_

#### SESSION II:

1st: \_\_\_\_\_ 2nd: \_\_\_\_\_

Email: \_\_\_\_\_

#### 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

**Nonmember Ticket : \$375**

My Check, payable to Fair Media Council, is enclosed.

I would like to pay by credit card. Please call me.

**Member Ticket: \$230**

Please send check & registration to:  
Fair Media Council  
1055 Stewart Ave . Bethpage, NY  
11714

I will fax my completed form to 1.855.432.4763. Please invoice me.

**Lunch Only Ticket: \$135**

**Student (w/Valid ID): \$99**

facebook.com/fairmediacouncil

www.fairmediacouncil.org

Twitter: #FMCCD

# FMC Connection Day Workshop Offerings...

FMC recommends registering by track. Check [www.fairmediacouncil.org](http://www.fairmediacouncil.org) for continuously updated speaker information.

## ***FMC Connection Day Track A : Primer Skills For Every Organization***

**Preparing to Pitch the Media:** Everything you need to know before you pick up the phone or send that email to a reporter or editor.

**Getting to Know the *Long Island Press*:** Get an inside look at who's behind the area's most successful weekly newspaper, and start building relationships now.

**Presentation Skills 101:** Representing an organization effectively, whether in front of the media or in front of the public, is a crucial skill for all employees. Learn the basic techniques in this workshop and start using them at work the next day.

## ***FMC Connection Day Track B: Social Media Advancement Skills***

**Social Media Best Practices:** Social media can be a very effective tool for promoting your business or agenda, but technology's rapid evolution makes it hard to stay in step with the latest developments. Here, learn how businesses are using new tools as key to maintaining their competitive edge.

**Tweeting for Business:** Gain an understanding of why, how and when to use Twitter as a marketing tool. And how to build and engage your target audience.

**Online Analytic Effectiveness Tools:** Social media makes it easy to track the progress of your communication campaign. This workshop will illustrate a variety of free online tools to help you do your job better.

## ***FMC Connection Day Track C: Skills Every Organization Needs Now***

**Establishing Media Relationships:** Dealing with the news media is tricky business. Learn how to initiate contact and develop the type of relationship that turns you into a trusted source and often quoted spokesperson in the news.

**How to Create Video Messages:** Getting statements out to the public and the press can be quick and easy — and extremely helpful for your company's image.

# FMC Connection Day Workshop Schedule

Learn how to prepare a message for broadcast, and how to create a quick video to upload to your own website or even YouTube.

**Crisis Management:** Tips and techniques for dealing with the news media when the news isn't good. Always, the first to close out due to demand, so register now.

## ***FMC Connection Day Track D: Especially for Nonprofits***

**Pitching the News Media:** Learn the elements of what make a successful story pitch, and pitch it right on the spot to a panel of New York journalists. You may end up in tomorrow's news.

**Presentation Skills 101:** Representing an organization effectively, whether in front of the media or in front of the public, is a crucial skill for all employees. Learn the basic techniques in this workshop and start using them at work the next day!

**How Social Media Can Help Nonprofits:** Marketing on a shoestring? This workshop can help by giving an overview of the technological tools readily available to help get a message out. And, the best part? The tools are free and include tracking mechanism to gauge your effectiveness.

## ***FMC Connection Day Track E: The Business Track***

**Getting to know AOL's Patch.com:** Patch.com has rapidly expanded across Long Island, providing you with new avenues for getting your news out. Here, meet the staff and find all the resources they offer for community news and information.

**Creating an Effective Website:** Experts recommend updating your website annually, which entails a lot of effort and resources. Because mistakes can be costly, this workshop will cover the latest features of the best websites today.

**Social Media's Future:** Is social media the answer to connecting niche audiences and society as a whole, or simply a fad that will die out like MySpace? Local businesses share their stories of successes and challenges, so you can decide what the future holds for you and your business.

# Workshops to Help Businesses Prosper

## ***FMC Connection Day Track F: Interdepartmental Communication***

**Creating a Social Media Policy:** Suddenly, every employee with an internet connection can be heard around the world. That means all businesses, corporate or nonprofit, need to have a Human Resource policy in place, addressing what employees may or may not do in the social media realm. Guidelines and tips covered in this workshop now can help save your company's reputation later.

**Social Media for Small Business:** Small business faces special challenges to promote their products and services, but they can be tremendously effective in utilizing social media — it's fast, easy and inexpensive. This workshop will offer an overview of how, why and when to start using social media for business.

**Creating Effective Online Messages:** Writing for the web is different than writing for print materials — not only does it differ in style, but intent: You want to actively engage your audience in a conversation. Here, tips and techniques you can begin using right away.

## ***FMC Connection Day Track G: For Professional Communicators***

**Understanding Media Coverage:** A great primer for those new to dealing with the news media. This workshop will give an overview of the different media outlets, what 'news' is, and how to begin the process of taking part in the public conversation.

**Establishing Media Relationships:** Dealing with the news media is tricky business. Learn how to initiate contact and develop the type of relationship that turns you into a trusted source and often quoted spokesperson in the news.

**Creating a Comprehensive Communication Plan:** Today's marketing plan has to incorporate a multi-platform approach to getting a message out. How to create such a plan, successfully, takes a strategic approach but, once implemented, actually saves time and money. Find out how to put a plan together for maximum results.

Call 1.855.4FAIR-ME (1.855.432.4763) [www.fairmediacouncil.org](http://www.fairmediacouncil.org) Email [info@fairmediacouncil.org](mailto:info@fairmediacouncil.org)

What's Your Story?

# The Event That Influences The News

## FMC Helps Communities Evolve By Getting Stories Into The Public Conversation

The **Fair Media Council's Connection Day** offers you a variety of ways to capitalize on showcasing your brand: Sponsorship, advertising and exhibit tables give you extreme visibility and prime networking opportunities. Individual tickets, either for the entire program or only for the day's luncheon program, provide you with greater flexibility and affordability.

**Details on how you can get involved and get visible ...**

### **PRESENTING SPONSOR**

**\$10,000**

Company name on event as presenting sponsor  
Admission for 16, priority seating at two luncheon tables  
Seat on Dais during luncheon keynote  
Speaking opportunity at luncheon Full-page ad  
Exclusive sponsorship of four workshops  
Company banner in ballroom  
Exhibitor Plus Package overlooking Crest Hollow Country Club pool and garden  
Company recognition on FMC website and program

### **COMMUNITY LEADER**

**\$5,000**

Admission for 16, priority seating, at luncheon  
Exclusive sponsorship of two workshops Full-page ad  
Company banner in ballroom  
Exhibitor Plus Package overlooking Crest Hollow Country Club pool and garden  
Company recognition on FMC website and program

### **MEDIA MOGUL SPONSOR**

**\$3,500**

Admission for 8  
Exclusive sponsorship on one workshop  
One table of eight, preferred seating, at luncheon Full-page ad  
Company banner in ballroom  
Exhibitor Plus Package overlooking Crest Hollow Country Club pool and garden  
Company recognition on FMC website and program

**Call FMC Toll-Free: 1.855.432.4763**

**MEDIA SAVVY SPONSOR** **\$2,950**

- Admission for 8
- Exclusive sponsorship on one workshop (Subject to availability)
- One table of eight, preferred seating, at luncheon
- Company banner in ballroom
- Basic Exhibit Booth overlooking Crest Hollow pool and gardens
- Full-page ad
- Company recognition on FMC website and program

**COMMUNITY ADVOCATE SPONSOR** **\$2,000**

- Admission for 4
- Reserved seating for 4 at luncheon
- Company banner in ballroom
- Full-page ad
- Company recognition on FMC website and program

**NETWORKER SPONSOR** **\$1,250**

- Admission for 2
- Reserved seating for 2 at luncheon
- Full-page ad
- Company recognition on FMC website and program

## Exhibitor Opportunities

Network with hundreds of businesses and media overlooking Crest Hollow's pool and gardens

**EXHIBITOR PLUS PACKAGE** **\$800**

- 10' x 6' exhibit space with draped table and 2 chairs
- Choice of 1 DVD player with 27" monitor or Internet hook-up
- Half-page ad
- Reserved Luncheon seating for 2 in the ballroom
- Company recognition on FMC website and program

**EXHIBITOR PACKAGE** **\$600**

- 10' x 6' exhibit space with draped table and 2 chairs
- Reserved Luncheon seating for 2 in the ballroom
- Company recognition on FMC website and program

# FMC Advertising Opportunities

The Fair Media Council Media Guide is an annual publication for year-round exposure to businesses interested in reaching the greater New York market. Inside the guide you'll find hundreds of ways for contacting the New York local news, to help you get into the news whenever you need.

**AD DEADLINE: OCT. 1, 2010**

**Send PDFs to [maria@fairmediacouncil.org](mailto:maria@fairmediacouncil.org)**

**Full-page (8 x10) \$1,000      Half-page (8 x 5) \$750      Quarter-page (4 x 5) \$450**

## INDIVIDUAL TICKETS

**To get the most out of FMC Connection Day, we recommend you bring your colleagues to help you network and attend a variety of workshops.**

**Included in individual ticket price:**

Continental breakfast	Three educational workshop sessions
FMC Media Guide	Luncheon with keynote speaker
Admission to Exhibitor Networking Hall	Overlooking Pool and Gardens
Networking Breaks with refreshments	

**FMC MEMBER PRICE: \$230**

**STUDENT W/ VALID ID: \$99**

**NONMEMBER PRICE: \$375**

**LUNCH ONLY TICKET: \$135**

To pay by check, make payable to Fair Media Council and mail to: FMC, c/o Briarcliffe College, 1055 Stewart Ave., Bethpage, NY 11714. Be sure to enclose the registration form on page 2. Or, register online at [www.fairmediacouncil.org](http://www.fairmediacouncil.org). Send a fax to 1.855.432.4763.

Payment must be received prior to event to ensure your seat. Workshop selection is first come, first served. Popular workshops will close out, so register early. Tickets are non-refundable. No refund for no shows.

**FMC is a 501 c 3 nonprofit organization. A portion of your support is tax deductible, to the extent allowable by law.**