



## “Public Relations: Stretching Your Advertising Dollars”

### Workshop Description

Public Relations is getting your name (business, product or service) in front of your public (aka customer or stakeholder). It's more than just writing a press release and hoping that the local paper, radio station or network TV station will pick it up and make your name recognizable overnight. If you have a restricted budget and would like to learn the “tricks of the trade” that have proved successful for many small businesses, then this workshop is for you. Stretch your marketing budget by getting others to tell your story.

**Thursday, June 18, 2009 8:00 a.m. to 10:00 a.m.**



**300 Littleton Road, 3rd floor, Parsippany**

**Facilitated by Mary Adelman, Centenary College SBDC**

Mary Adelman, Assistant Director of Centenary College Small Business Development Center, provides consultation to businesses in Morris, Sussex, and Warren Counties. The SBDC assists businesses in all areas of business and the counseling sessions are one-on-one.

Knowledge Sharing Workshops

Presented by Parsippany Area Chamber of Commerce -Education Committee

**Please arrive by 8:00 am for Registration, Breakfast and Networking**

Program begins promptly at 8:30 am

**Public Relations: Create A Buzz About Your Business**

**Register: on line @ <http://parsippanychamber.org/events2.html> or  
email to [craig@parsippanychamber.org](mailto:craig@parsippanychamber.org) or call 973-402-6400**

**Mail check to PACC, 12-14 North Beverwyck Road, Lake Hiawatha, NJ 07034**

Please Reserve seat(s) @ \$19 each (members\*\*), \$29 (non-members)

Name \_\_\_\_\_ Company \_\_\_\_\_  
Address \_\_\_\_\_ Phone \_\_\_\_\_  
Fax \_\_\_\_\_  
City/State/Zip \_\_\_\_\_  
E-mail \_\_\_\_\_

**\*\* members of affiliate organizations are eligible for members' pricing**