



Florida Institute of Technology

Women's Business Center

EFFECTIVE PUBLIC RELATIONS & SOCIAL MEDIA STRATEGIES

March 9, 2011

8 a.m.–Noon

Cost: \$10

Skurla Hall, Florida Tech Campus

Light refreshments sponsored by FPRA

presented in partnership with



Space Coast Chapter



I CHOOSE TO
**KEEP
LEARNING**



BREAKOUT SESSIONS:

DEVELOPING AND WRITING TODAY'S PRESS RELEASE

Presented by Geo A. Ropert, APR,
President of Ropert Communications Group

HOW TO EFFECTIVELY MANAGE MEDIA RELATIONS

Presented by Tina Lange, APR,
Director of Marketing Communications for Space Florida

HOW CAN SOCIAL MEDIA IMPACT THE REPUTATION OF YOUR BUSINESS

Presented by Julie Arnold,
Social Media Manager for Griffin Communications Group

To register: wbc@fit.edu or (321) 674-7007