

REGISTER

Three Ways by
Monday, June 13:

1. MAIL completed form with payment to:
Julie Claggett, PRSA
c/o Express Services, Inc.
8516 Northwest Expressway
Oklahoma City, OK 73162

2. FAX completed registration form to:
(405) 717-5667
attn.: Julie Claggett

3. Register Online at
www.prsaokc.com.

CONTACT

For questions or special accommodations, please contact:

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Public Relations Society of America
Oklahoma City Chapter
PO Box 18702
Oklahoma City, OK 73154-0702

REGISTRATION FORM

Please check one of the following:

HALF-DAY REGISTRATION

- \$50 PRSA Members
- \$60 Non-PRSA Members
- \$35 PRSSA Students
- \$40 Non-PRSSA Students

LUNCHEON MEETING ONLY

- \$25 PRSA Members
- \$30 Non-PRSA Members
- \$18 PRSSA Students
- \$20 Non-PRSSA Students

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PRSA OKLAHOMA CITY CHAPTER

presents:
**EMPOWER
EDUCATE
ELEVATE**

**TAKE YOUR PUBLIC RELATIONS
SKILLS TO THE NEXT LEVEL**

Join the Oklahoma City Chapter of the Public Relations Society of America for a half-day seminar to enrich your own PR knowledge in the areas of research and measurement, international public relations and strategic community relations.

SCHEDULE

8:30 - 9:00 a.m. - Registration,
continental breakfast and
networking

9:00 - 10:00 a.m. - Session 1

10:00 a.m. - Break

10:15 - 11:15 a.m. - Session 2

11:15 a.m. - Break

11:30 a.m. - 1:00 p.m. - Luncheon
Session

SESSION 1: UTILIZING RESEARCH AND MEASUREMENT TOOLS FOR YOUR PR PROGRAMS AND CAMPAIGNS

Most PR professionals are so busy planning and implementing, it often seems there's little time left for researching and measuring. But, as PR professionals it is our duty to demonstrate how a campaign or project impacts its intended audience. It's time to stop relying just on column inches, and start cultivating hard-core data to prove the valuable role public relations plays in your company.

SESSION 2: INTERNATIONAL PUBLIC RELATIONS: TAKING ON SAUDI ARABIA

Think you've had a controversial client? Try taking on one of the most talked about middle eastern countries in the world. Qorvis, the parent company of IQ Research and Consulting, did just that when they assumed the role as client PR firm for Saudi Arabia. Find out why Qorvis chose to take on this controversial client, what obstacles they've faced, and how they're choosing to overcome them. Whether you work for a state agency, a corporation or a firm, everyone can learn valuable knowledge in this engaging session.

PRESENTER

KATIE KIMBERLING, DIRECTOR

IQ RESEARCH AND CONSULTING, A QORVIS COMPANY

Katie Kimberling is the director of IQ Research and Consulting, a Qorvis company based in Oklahoma City which specializes in public relations and research. She oversees the day-to-day operations of the business, and acts as the lead on all projects for both Qorvis and external clients.

Katie is an Oklahoma native with strong ties to the communities she regularly serves. She has extensive experience in longitudinal health tracking and educational studies. In 2002, she managed and coordinated the entire advertising test project for the Oklahoma Tourism and Recreation Department.

Katie also built, developed and oversaw the daily operations of the University of Oklahoma's Public Opinion Learning Laboratory (OU POLL), a state-of-the-art CATI facility serving the survey and polling needs of municipal, state, and national organizations, as well as OU faculty and students. Other projects she's participated in include assisting the Centers for Disease Control in creating and administering the National Youth Tobacco Survey, and assisting with the Youth Risk Behavior Survey, which has grown into a state-wide project.

LUNCHEON SESSION

HITTING THE BULL'S EYE: REACHING CRITICAL STAKEHOLDER GROUPS THROUGH TARGETED COMMUNITY RELATIONS PLANNING

Who doesn't need better relationships with key stakeholders? Of course we all do, and community relations can be a powerful tool for helping organizations accomplish just that. More importantly, community relations can help enhance overall reputation, make a noticeable impact on business objectives and build much-needed bridges with diverse audiences.

In our measurement-focused business environment, today's practitioner must take a closer look at how research and planning can lead to more targeted selection of community relations tactics and measurable results. We'll discuss how to assess current initiatives, identify diverse stakeholder groups and develop an action plan based on business or operational needs.

PRESENTER

**ELISE MITCHELL, APR, FELLOW PRSA, PRESIDENT
MITCHELL COMMUNICATIONS GROUP, INC.**

Elise is founder and president of Mitchell Communications Group, Inc., a public relations firm in Northwest Arkansas that provides strategic counsel and implementation of comprehensive communications programs. Her primary clients include: Wal-Mart Stores, Inc., Wal-Mart/SAM'S Club Foundation, SAM'S CLUB, J.B. Hunt Transport Services, Tyson Foods, Inc., and Southwestern Energy Company/Arkansas Western Gas. She has more than 20 years of experience in the field of public relations.

She is also president and co-owner of Executive Communications Consultants, a full-service presentation, facilitation and coaching services company helping individuals and organizations maximize their communication, management and leadership skills. The company offers media training, public-speaking coaching, team-building workshops, facilitation of corporate retreats, and private coaching for business and nonprofit executives.

Elise is accredited by the Public Relations Society of America, is a member of The Counselor's Academy and the society's prestigious College of Fellows. She has served on many different Southwest District board positions, as president of the Memphis PRSA Chapter and currently serves as a 2005 national assembly delegate-at-large.

THIS MEETING IS SPONSORED BY:



OKLAHOMA CITY CHAPTER

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Public
Relations
Society of
America

**PROFESSIONAL
DEVELOPMENT
SEMINAR**

JUNE 15, 2005