RECESSION-PROOF PUBLIC RELATIONS

"How to market your business in a recession"

Featuring:

- Comprehensive take home workbook
- Hands on training in online media release publishing
- Online and offline publicity ideas
- Develop media releases that get noticed
- Small group—maximum of 15
- Learn about keywords and their powerful impact

Event details:

Wednesday
April 22, 2009
9.00AM—12.00PM

Venue
EICTA
7 Glen Osmond Road
Eastwood SA

Registration Details:

Name one: _____

Company: _____

Email: _____

Name two: _____

Company: _____

Email: _____

Payment Method: EICTA Members $55 Non-Members @ $65.00

My cheque for $ _____ (inc GST) is enclosed *(payable to EICTA)*

Please charge $ _____ (inc GST) to my Credit Card (Visa or Mastercard)

__ __ __ __ / __ __ __ __ / __ __ __ __ / __ __ __ __ Expiry: _____/_____

Cardholder Name: _____

Course presenter: Leila Henderson has been senior editor with leading publications, including Reader's Digest, The Canadian and The Australian. She has been national judge for the Secrets of Australian ICT Competition and has a track record of successful media campaigns, events management, product launches, grant applications and awards submissions. Leila will provide an insight into how to use media release software during training. Leila is an EICTA member through her company "NewsMaker" and her testimony appears on the EICTA home page at www.eicta.asn.au.

NewsMaker

Electronics and ICT Association

ABN 38 081 177 326

For more information contact EICTA Marketing Manager, Jayne Osborne on 8272 5222

Electronics & ICT Association
7 Glen Osmond Road, Eastwood SA 5063
Ph: 8272 5222 Fax: 8272 5277
Email: josborne@eiaa.asn.au