

2010 PROGRAMS ANNOUNCED!



JANUARY 21 | LUNCHEON **Forecast 2020: The Future of PR**

Where is public relations going and how are professionals going to roll with the changes? This leadership panel will feature West Michigan senior level PR practitioners discussing the future landscape of PR.

FEBRUARY 18 | LUNCHEON **Meet the Media**

Our great speed pitching format returns — come prepared to pitch West Michigan media. Register now to secure your place!

MARCH 18 | LUNCHEON **The Art and Science of Media Measurement**

Katie Jones, of Dow Jones Public Relations and Corporate Communications, will discuss the important metrics for public relations, the relationship between traditional and social media and the meaningful measures of success in PR.

APRIL 29 | SPECIAL EVENT **25th Annual PProof Awards**

Our annual award program showcases the best projects and campaigns from our industry.

MAY 20 | LUNCHEON **Crisis Communications**

Jason Vines led communications for Ford during the Firestone tire crisis and helped turn around Nissan's image when that company was on the brink of bankruptcy. Today he's the vice president of Public Relations & Communications for Zondervan. He'll share his advice on leading crisis communications.

JUNE 17 | LUNCHEON **Smile: You're on camera!**

Whether it's for the Web or for a presentation to a specific audience, video is a great way to capture people's attention and imagination. Learn how to build fun and impactful videos from experts who will share tips and techniques.

SEPTEMBER 16 | LUNCHEON **The Raptidian: One-year anniversary**

We'll hear from the founders of Grand Rapids' first citizen journalism project. Learn about the Raptidian's successes, shortcomings and plans for year two.

OCTOBER 21 | LUNCHEON **Social Media**

This panel discussion will feature a social media expert and case studies from practitioners who have used social media successfully.

NOVEMBER 18 | LUNCHEON **PR Drives West Michigan**

ArtPrize, Rob Bliss Events, the Medical Mile and the Grand Rapids Film Festival are all examples of great PR. Hear how PR is making our region a force to be reckoned with or, at least, a little jealous of ...

DECEMBER

Watch for details on our annual holiday mixer!



P.O. Box 230292
Grand Rapids, MI 49523-0292

LUNCHEON SERIES

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FEBRUARY 18 Meet the Media

MARCH 18 The Art and Science of Media Measurement

MAY 20 Crisis Communications

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SPECIAL EVENTS

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MEETING DETAILS

WMPRSA meetings are held at the University Club, located in the Fifth Third Building, 111 Lyon NW, Grand Rapids. Advance registration is requested though walk-ins are accommodated. WMPRSA members benefit from a reduced price.

PURCHASE THE LUNCHEON SERIES

WMPRSA members: Purchase the luncheon series for \$150 and save \$50 – the cost of two luncheons!

For information, please visit WMPRSA.org.