

Public Relations for Nonprofits

Low-Cost Tips and Techniques to Achieve High-Profile Results

9:00 – 9:15 a.m. **Registration and mingling**

9:15 – 10:30 a.m. **Grab the Media Spotlight, Part One**

- ◆ Generating interest in your good news
- ◆ Building relationships with reporters
- ◆ Using op-eds, media events and more

10:30 – 10:45 a.m. **Break**

10:45 a.m. – 12:15 p.m. **Grab the Media Spotlight, Part Two**

- ◆ Developing messages that sing
- ◆ Handling interviews with confidence
- ◆ Role-playing media interviews: *Three scenarios*

12:15 – 1:15 p.m. **Lunch and table talk**

- ◆ The best PR tactic I ever used – and why it worked
- ◆ The biggest PR belly flop I ever landed – and what I learned

1:15 – 1:45 p.m. **PR lessons learned:** Report out from table talk

1:45 – 2:30 p.m. **PR for Penny-Pinchers**

- ◆ Creative (and cheap) ideas for gaining attention to your organization and your cause

2:30 - 2:45 p.m. **Break**

2:45 – 3:45 p.m. **Committed Communication**

- ◆ How to talk so people will listen
- ◆ Developing your “elevator speech”

3:45 – 4:00 p.m. **Closing and evaluation**

