

**AENC Association Management Forum
July 16, 2010, Embassy Suites Raleigh-Durham/RTP**

Meet the Media

with Rebecca Antonelli and top reporters, editors and PR experts

**Host Sponsor: Embassy Suites
Raleigh-Durham/RTP**

201 Harrison Oaks Boulevard,
Cary, NC
(919) 677-1840

www.embassyraleighdurham.com

**Program Sponsor: Crowne Plaza
Hilton Head Island Beach Resort**

130 Shipyard Drive
Hilton Head, SC 29928
(843) 842-2400

www.cphiltonhead.com

Forum Agenda

8:30 a.m. - 9:00 a.m. Registration
9:00 a.m.- 12:00 p.m. Seminar
12:15 p.m. - 1:15 p.m. Lunch

Program Highlights

Meet top reporters, editors and PR experts who are ready to share their secrets on how you can get attention in the news and on the web.

The News & Observer, WRAL, Triangle Business Journal, and Business North Carolina.

Imagine if just one of these media outlets covered your company. The immediate impact it would have on your business (and your sales) cannot be bought. If you are serious about getting publicity, this is an opportunity that could change your business for the better - **the chance to meet and learn from some of North Carolina's most influential newsmakers and public relations executives** like David Crabtree, Anchor with WRAL-TV, Triangle Business Journal, News & Observer and Ben Kinney, Publisher of Business NC.

Simply come to AENC's Meet the Media, July 16th at the Embassy Suites in Cary. **This event is limited to an exclusive group of serious publicity seekers** — whether you are an association executive or staff.

Are you new at this? The Meet the Media programs have helped thousands of businesses get free publicity. And when it comes to attracting the attention of the media, most people don't know how to do it. That's why we're

going to do more than just introduce you to the media. We're going to help you "pitch" yourself effectively before you meet the media. **You'll get samples, articles and "how-tos"** to help you refine your message and select the best story to share that is most likely to get picked up by the media.

Renowned PR pro **Rebecca Antonelli** invites you to attend Meet the Media. For less than \$100, you'll be one of the **exclusive attendees** at this information packed session where you will make indispensable media contacts and gain knowledge on how to create publicity for your company.



**Make valuable media contacts.
Introduce your company to the press.
Create publicity. Generate buzz.**

**MEET THE MEDIA
Where hot companies with cool products
meet the media!**



*This program covers information relevant to
CAE Domain 10, Public Relations and External
Communications*

AENC Association Management Forum – July 16, 2010, Cary, NC
(Forums are open only to Association CEOs and staff and Forum sponsors).



Public Relations & External Communications

Host Sponsor: Embassy Suites Raleigh-Durham/Research Triangle Park

Program Sponsor: Crowne Plaza Hilton Head Island Beach Resort

Early Discount Registration Ends July 13. Print or type in black ink. Complete one form per person.

Full Name _____ Informal First Name _____

Organization/Company _____

Email (required) _____

***AENC members** do not need to complete the following unless there has been a change in your information since the last time you attended an event. **Non members** must complete the following information.

*Title _____ *Designations you hold _____

*Address _____

*City _____ *State _____ *Zip Code _____

*Phone (_____) _____ * Fax (_____) _____

Please check and complete all that apply:

First time attendee New AENC Member since 9/1/2009

Special dietary allergies or other special needs _____

Continuing Education Credits: Earn one point per contact hour toward certification or recertification for the CAE® designation at AENC Programs.

Cancellation Policy: Cancellations must be in writing and received at the AENC office no later than 5 PM on **July 13** to receive a refund. No-shows will not be refunded.

REGISTRATION OPTIONS: If you have questions, call AENC (919) 848-8255 or email jovita@aencnet.org

► **Online:** www.aencnet.org (If you do not have/know your login and password contact AENC.) You must provide an email address to receive a confirmation and receipt.

► **Fax:** (919) 848-8525 ► **Mail:** AENC, 7511 Mourning Dove Rd., Suite 102, Raleigh, NC 27615

FEES	LIST AMOUNT DUE	BEFORE 5 PM July 13		AFTER July 13	
		AENC Member	Non Member	AENC Member	Non Member
Forum Registration		\$55	\$85	\$65	\$95

AENC use: Date Received _____

PAYMENT OPTIONS: Payment must accompany registration. AMOUNT \$ _____

No charge – Name of AENC Season Ticket holder _____

Check payable to AENC MasterCard VISA American Express Cash

Please type or print legibly in **black** ink.

Card Number _____ Expiration Date _____

Name on Card _____ Security Code _____

Billing Address for Card _____

City _____ State _____ Zip Code _____

Email for person whose name is on the card (if other than registrant) _____

Signature _____ Date _____