

PRISM

Public Relations Individuals of Southern Maryland

Media Contact

Karen Smith Hupp
Phone: 301-934-7701
karens@csmd.edu

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PRISM Announces Speakers at Marketing & PR Workshop, Oct. 19

Co-Op Marketing Expert Tells How to Triple Marketing Exposure with No Additional Advertising

(Leonardtown, MD) Oct. 9, 2006 — PRISM (Public Relations Individuals in Southern Maryland) announced today their lineup of speakers for the upcoming half-day conference for small businesses. Leading public relations and marketing professionals will share their secrets at “Marketing & PR for Small Businesses - A Beginner Workshop to Boost your Bottom Line.” The workshop is Thursday, Oct. 19, from 8:30 a.m. to 1:45 p.m. at the College of Southern Maryland’s Leonardtown Campus in Building C, Room 201. Online registration and form are available at www.PRISMonline.info under “Events.” For more information, call Marc Apter at St. Mary’s College of Maryland at (240) 895-4381.

Jared Fast from Fast and Associates will speak during lunch on co-op marketing and advertising. His talk will reveal how you can triple your marketing exposure with no increase in advertising costs. Fast and Associates provides market research, media planning and other services for small and large businesses.

The workshop speakers and topics include Linda Craven (Small Business Development Center) presenting marketing basics, Karen Smith-Hupp (College of Southern Maryland) on PR fundamentals, Kirk Swain (DM Group) on advertising and direct marketing, Marc Apter (St. Mary’s College of Maryland) on special events, and Jerald Long (Foo Corporation) on websites.

Registration is \$40 for non-PRISM members (\$30 for members) and includes lunch. For PRISM members attending lunch only, cost is \$10. On-site registration is \$50 per person.

PRISM is the organization of public relations and marketing professionals in Southern Maryland. It holds bi-monthly luncheon meetings and occasional workshops to foster professional development and networking opportunities for its members. The meetings rotate between venues in Calvert, Charles and St. Mary’s counties. Membership is \$20 per year. To join, download an application from the PRISM Web site at www.prisonline.info and send it, along with a check made payable to PRISM, to Don Thieme, APR, Thieme Creative Media, 221 Driftwood Lane, Solomons, Md., 20688.