

PRISM

Public Relations Individuals of Southern Maryland
P.O. Box 352
Solomons, MD 20688

FOR IMMEDIATE RELEASE
April 2, 2008

Email Marketing Best Practices to be Topic of PRISM's April 17 Meeting

Marketing and public relations professionals will discuss how to "Cut Through the Clutter Creatively" in email marketing at the April meeting for PRISM (Public Relations Individuals in Southern Maryland). Presented by Greg Cangialosi, president & CEO of Blue Sky Factory, Inc, the discussion will cover email marketing best practices, and how to build a message – from subject line to salutation – that gets delivered, opened, seen and acted upon.

A young, entrepreneurial force in online marketing, Cangialosi has been creating a strategic online presence for a collection of today's most impressive companies - from Fortune 500 to entertainment, retail and hospitality clients - since 1997. Cangialosi's involvement in the new media industry began when he produced Disney's first podcast at Walt Disney Land's 50th anniversary celebration. Since then, he has produced podcasts and new media projects for companies such as Verizon Wireless, GM/ Pontiac, Dow Chemical and Ortho-McNeil.

Cangialosi is lead author on the newly released book, "The Business of Podcasting: Launching, Marketing & Measuring your Podcast" - a primer on the rising medium. In addition to podcasting, Cangialosi is an active blogger and can be found writing at www.thetrendjunkie.com. He received his bachelor of arts in English at University of Maryland Baltimore and currently serves on the board of directors for the University's alumni association.

Blue Sky Factory, an email service provider focused on email and RSS technology, has provided email marketing support for such brands as PGA, Under Armour, US Airways, 7-Up/Dr. Pepper, Microsoft, Jim Beam, Best Buy, MSNBC and Pfizer. The company recently purchased and integrated two powerful RSS to email technologies – RSSFWD and Blogarithm – allowing subscribers to connect to the blog and RSS syndicated content they seek via email notification on an opt-in basis.

PRISM's buffet lunch meeting is open to public relations and marketing professionals in Southern Maryland. The meeting will begin at noon, April 17, at Petruzzi's, Wildewood Shopping Center, 23415 Three Notch Road, California. Cost is \$13 for PRISM members, \$18 for non-members. For reservations, register online at www.prisonline.info by noon, April 16 or contact Jenny Mercer, 301-866-5426 or JMercer@thebaynet.com.

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 Calvert, Charles and St. Mary's counties.

###