

Event Planning Topic of Discussion at Dec. 14 PRISM Meeting

Tides Restaurant Happy Hour Holiday Celebration to Follow

(Lexington Park, MD) Dec. 6, 2005 – Are your organization's special events in need of a makeover? Then, make plans to attend the Dec. 14 meeting of PRISM, Public Relations Individuals of Southern Maryland. Jennifer Collins, president of The Event Planning Group in Washington, D.C., is scheduled to speak on special event planning and marketing, where she will discuss how to create new and jazz up existing special events, as well as how to market those events to an organization's target audience. The PRISM meeting is scheduled for 4 – 6:30 p.m., Wednesday, Dec. 14 at the Tides Restaurant in Lexington Park. Hot hors d'oeuvres will be served. The price is \$6 for PRISM members and \$8 for non-members. If you plan to attend, please RSVP to Marc Apter at 240-895-4381 or by e-mail at mlapter@smcm.edu.

During the meeting, Collins will select an audience member to describe an event that he/she plans annually. Collins will then don her hat as "Event Doctor" and prescribe a remedy for putting a fresh face on the event. Contact Marc Apter in advance if you want to be the "patient".

Collins earned a B.A. in Public Communication from The American University. She brings more than 10 years of experience designing and executing meetings, conferences, special events and strategic communications campaigns. She assists clients with gauging the use of meetings and events as valuable communications tools, developing communications programs, shaping program content and designing effective marketing/promotional strategies. For more information on Collins' company, visit www.theeventplanninggrp.com.

Collins will speak from 4 – 4:45 p.m. Following her presentation, PRISM will enjoy its holiday party. **Participants are encouraged to bring a "tacky" gift to exchange. A company frisbee, coffee cup etc. fits the bill.**

The Tides Restaurant is located at 46580 Expedition Drive, off Route 235 in Lexington Park. The upscale restaurant and bar is located across the street from Park Chrysler Dodge.

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 counties. Membership is \$20 per year. To join, download an application from the PRISM Web site at www.prismonline.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.