



Public Relations School

Promote Your Message

The Public Relations School teaches you how to translate the thoughts you want to communicate into a media strategy for positive coverage.

Ideal attendees include marketing and communications staff, campaign staff or volunteers, and anyone interested in PR.

You will learn how to:

- Develop the right message for your audience
- Use social media to spread that message
- Build valuable relationships with the media



Leadership Institute
Steven P.J. Wood Bldg.
1101 N. Highland St
Arlington, VA 22201



Thursday
October 24, 2019
9:00 a.m. - 6:30 p.m.






\$60 -or- \$45
before October 17
(breakfast & lunch
included)

Register Today

Register online at LeadershipInstitute.org or contact Hannah-Catherine Smith at HSmith@LeadershipInstitute.org or (703) 247-2000 ext. 214.



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