

**New  
social  
media...**

**blogging**

*PRSA Hampton  
Roads presents...*

**Retooling Public Relations  
through Social Media:  
A Mini Boot Camp**

**YouTube**

**LinkedIn**

**Digg**

**Twitter**

Also...

**Wednesday, October 1, 2008**

**8 a.m. to 4 p.m.**

**Half Moone Cruise and Celebration Center**

**One Waterside Dr., Norfolk, VA 23510**

Are you ready to get up to speed with Web 2.0? Join PRSA Hampton Roads and internationally-recognized Web 2.0 guru **Eric Schwartzman** as he presents a one-day social media mini-boot camp and learn how to use social platforms and networks to enhance your public relations campaigns.

**This conference will feature:**

- When to blog, comment or listen
- The benefits of RSS, blogging and social networking
- How to integrate new media into conventional PR campaigns
- Live demos, case studies and more

Presenter: **Eric Schwartzman**, founder and chairman of online PR services provider iPressroom, managing director of Los Angeles PR firm Schwartzman and Associates and executive producer of the PRSA award-winning PR Podcast, "On the Record... Online." Eric specializes in integrating all aspects of Web-based communications into mainstream PR, corporate communications and marketing campaigns.

For a complete agenda and to register log on to [www.prsahr.org](http://www.prsahr.org).

*The PRSAHR chapter is also partnering with the PRSSA chapters of Hampton University and Norfolk State University to hold a public relations student career fair, sponsored by the Scripps Howard Foundation. HU and NSU students will have an opportunity to interview with recruiters from various public relations agencies.*

**Thank You to our event vendors and sponsors to date**



**Fuller Construction Corp.**

*Presents*

**Keynote Luncheon Speaker**

**Larry Hincker**

Associate Vice President  
University Relations, Virginia Tech

**Virginia Tech:**

**Crisis Communications –  
Pushing Aside the Tears**

Pre-registration required  
Luncheon: 11:30 a.m. - 1 p.m.



**SCRIPPS HOWARD  
FOUNDATION**

