

PRSA-NEW YORK CHAPTER PRESENTS

Leveraging Experiential Marketing to Drive PR: Planning and Executing Buzz-Worthy Events in New York City

**Thursday,
March 4, 2010**

**6:00 PM - 6:30 PM
(Registration and light
refreshments)**

**6:30 PM - 7:30 PM
(Program)**

**Museum of Modern Art
Lewis B. and Dorothy
Cullman Education Building
4 West 54th Street
New York, NY 10019
(The Celeste Bartos Theatre)**

**REGISTER ONLINE @
www.prsany.org**

or

**FAX completed
registration to
973-575-1445**

Mail payment to: PRSA-NY



Public Relations Society of America
New York Chapter
41 Madison Avenue, 5th Floor
New York, NY 10010
Phone: 212 228-7228
Fax: 973 575-1445
Email: info@prsany.org

Companies spend billions of dollars each year to find creative ways to directly connect their products and services to consumers. One of the most effective methods of forming an emotional bond with a brand's target audience is through experiential marketing.

This workshop will offer a guide to planning and executing experiential events in New York City and beyond, whether it's a spectacular product launch at the Museum of Modern Art, a PR stunt in Times Square, a guerrilla marketing event on the streets, or a mobile tour with stops throughout the city.

You'll hear from seasoned communications executives who have brought to life a broad array of participatory brand experiences and events. They will discuss event strategy development, media relations planning, and tips on staffing, site selection, logistics, budgets and a top 10 list of successful event tactics.

PRSA-New York gratefully
acknowledges
Museum of Modern Art
for hosting this program.

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Thursday, March 4, 2010**

Members \$55.....Non-members \$75.....Students \$25

*Students will be required to present student ID when they arrive.

A fee of \$5 is added to these amounts for on-site registration

Our panelists include:

Kim Mitchell

Chief Communications Officer
Museum of Modern Art

Nicholas Apps

Director of Special
Programming and Events
Museum of Modern Art

Keith Green

Vice President of Marketing
and Communications
Synergy Events

Moderator:

Mary Buhay

Senior Director of Marketing
Gibbs & Soell Public Relations

Name _____		Title _____	
Company _____		Address _____	
City _____	State _____	Zip _____	
Phone _____		Email _____	
Print name as it appears on card _____			
Credit Card # _____	Exp. date _____		
Signature _____	<input type="checkbox"/> Visa <input type="checkbox"/> MasterCard <input type="checkbox"/> American Express <input type="checkbox"/> Check		

REGISTRATION IS AVAILABLE ONLINE AT WWW.PRSANY.ORG

Reservations and cancellations will be accepted until noon on Tuesday, March 2, 2010, and must be submitted in writing. If you do not cancel by the deadline you remain responsible for the registration fee.