

Press Release

Springfield Convention & Visitors Bureau

September 16, 2011

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PRSA Chapter Presents Conference Sept. 20 in Springfield

Springfield, Mo. – The Southwest Missouri Chapter of Public Relations Society of America (PRSA) is hosting a professional development conference, “Listen Up! Network. Get Engaged,” 8:30 a.m.-3 p.m. Sept. 20 at the Springfield Area Chamber of Commerce, 202 S. John Q. Hammons Parkway.

David Grossman, ABC, APR, Fellow PRSA, founder and CEO of The Grossman Group in Chicago, will talk about the importance of getting communication “right” and will provide proven practical insights, methods and tools to enhance results and ensure overall organizational engagement.

Sheri Hawkins, owner of 2balance in Springfield will discuss best practices when it comes to etiquette in today’s business world.

Mike Koehler, president and chief strategist of Smirk New Media in Oklahoma City, will delve into best practices and the how-to’s for effective online brand monitoring and engagement through social media networking. There will also be an extreme networking session which will allow students and professionals to meet and learn from one another.

This event is open to public relations and marketing professionals and students. To register, visit www.swmopr.org. For more information about the event, contact Claire Faucett at claire@springfieldchamber.com.

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