



Critical Response Network

PO Box 248, Patterson, NY 12563

845-242-1541

Website: criticalresponsenetwork.org

Critical Response Network is a 501(c)(3) tax exempt organization established to provide support to the volunteer emergency services in the Hudson Valley of NY and Western CT.

TRAINING SEMINAR ANNOUNCEMENT

Public Relations & Marketing

WHEN: Saturday, November 20, 2010 9AM – 4PM LUNCH INCLUDED

WHERE: East Fishkill Fire District Training Center, 2502 Rte 52, Hopewell Junction, NY

WHO should attend: Officers (line and administrative), Recruitment / Fund Raising / Public Education / Public Relations / Special Event committee members, interested members.

WHY you should attend:

- We assume everyone knows who we are, what we do, and that everyone loves us. AND THEY MAY NOT!
- Avoiding the Press does not mean you won't get 'Bad Press'.
- Recruitment is easier if you have a 'Positive Public Image'.
- You will raise more money if your donors know who you are and what you do.
- Your organization is a business. Successful businesses have on-going PR & Marketing programs.

WHAT we'll cover: This 6 hour seminar will help you identify what place PR & Marketing have in your organization:

- What is Public Relations & Marketing?
- How to maximize your positive public exposure with minimal effort.
- How to minimize negative exposure through positive media relationships.
- How to use other people's time, money, and resources to spread YOUR message.
- How to incorporate recruitment and public education into almost all PR & Marketing activities.
- Traditional and new avenues for Public Relations & Marketing.
- Ways to 'earn income' through your Public Relations.

COST: \$10.00 per person. We'll bill your organization or you can pay on-site.

PREREGISTRATION REQUIRED!

TO PREREGISTER: send an email with your organization name, your name, and an email address or phone number to davisr@criticalresponsenetwork.org. Put 'PR' in the Subject line.

OR Call Bob Davis at 845-242-1541.

Partial funding for this seminar and four others in our Emergency Services Management Development Series provided by a grant from the John T. Sloper Community Fund of the Community Foundation of Dutchess County.