

Getting Noticed in the 21st Century:

The Fifth Annual
Communications
Conference

Wednesday
January 9, 2008

(Snow Date: Thursday, January 10)

8:00 a.m. to 3:00 p.m.

Western New England College

1215 Wilbraham Road

Springfield, MA 01119

Presented by:



WESTERN
NEW ENGLAND
COLLEGE


VALLEY PRESS CLUB

Register before December 14 and save \$20.

Register

Mail-in: Complete the registration form and return a copy by December 20, 2007. Please make check payable to Western New England College, 1215 Wilbraham Road, Springfield, MA 01119.

Online: www.wnec.edu/communications

Telephone: 800-660-9632 or 413-782-1473

Fax: 413-782-1779

Online, telephone, and fax registrations accepted with P.O. or credit cards (American Express, MasterCard, Visa, or Discover).

Cancellation and Refund Policy

Confirmed registrants who wish to cancel their registration must notify the Professional Development office at 413-782-1473 by **January 2, 2008** to receive a full refund of fees paid minus a \$10 processing fee. Registrants who do not attend and who have not cancelled their registration are responsible for the entire fee. Western New England College reserves the right to cancel this program by **January 2, 2008** and you will receive a full refund. Program questions and concerns may be addressed to the Office of Professional Development and Off-Campus Programs, Western New England College, 1215 Wilbraham Rd., Springfield, MA 01119.

Snow Date Notification:

It is possible that the Conference could be postponed to the **Snow Date of January 10** as the result of inclement weather. If this happens, refunds will not be available for those who cannot attend on January 10.

For travel directions, visit www.wnec.edu

About The Valley Press Club

In 1962, the Valley Press Club was founded in Springfield, Massachusetts, by a group of local reporters. Two years later, Club membership was opened to all communications professionals and a Scholarship Dance was held. Each year the Club holds educational workshops and luncheons. Since 1964, the Press Club has awarded nearly \$100,000 in educational scholarships to local high school students pursuing careers in journalism. The Valley Press Club continues to promote the highest standards of excellence in journalism.



Join us for this information packed communications conference where you'll sharpen your skills, explore new technology and meet the experts. The workshops are designed to help you improve the branding of your organization through better marketing, media relations and the use of new technology. Choose among the fourteen workshops that best fit your needs.

Premier sponsor:

Baystate Health

MassMutual Financial Group

Reminder Publications

Republican Newspaper

Workshop sponsor:

Turley Publications

Gold sponsor:

Chicopee Savings Bank

Special thanks to the Human Service Forum.

Here's what last year's participants had to say:

"Fabulous, much-needed conference in this area...truly top notch!"

*Betsy Hogan
Conference participant 2006*

"Great conference—good job!"

*Wendy Hammerlee
Conference participant 2006*

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The Fifth Annual Communications Conference

Workshop Descriptions and Agenda

7:15 a.m. Registration and Coffee

8:00 a.m. Welcome

8:15 a.m. - 9:30 a.m. Workshops A

A1 Promoting Western Massachusetts— A Roundtable Discussion

The image of Springfield has been tarnished in recent years by crime, corruption and economic difficulties. But the image has been skewed well beyond reality and improving our image must start from within our region. This roundtable discussion will explore ways your organization can begin to promote western Massachusetts in the course of its everyday business.

Panelists: Domenic Sarno, Mayor-Elect of Springfield; Barb Campanella, Vice President of Marketing and External Affairs, Western New England College; John Gormally, Owner, *BusinessWest* and ABC40, Tony Cignoli, President, A. Cignoli Company



A2 Press Relations Beyond the Press Release.

Frequent, positive press coverage for your organization requires more than a press release and follow-up phone call. Learn what resources are necessary to build an effective partnership with various media outlets.

Presenters: Keith O'Connor, Media Relations Manager Baystate Health, and Dave Stawasz, Associate Director of Media Relations, Western New England College

A3 Next Generation Websites. What's on the Horizon?

Internet websites have become a vital branding tool. At the same time, website technology is constantly evolving and requires frequent attention. Discover what's new in web technology, how to effectively manage your site, and how you can utilize the best practices of others-on a limited budget. Tips and trends.

Presenters: Marie Politis, Assistant Vice President of e-Media, and Jason Bara, Director of e-Media, MassMutual Financial Group; and Tony Mutti, Manager, Administrative Information Systems, Western New England College

9:45 a.m. - 11:00 a.m. Workshops B

B1 Effective Marketing Plans-On A Slim Budget

Your marketing efforts will never succeed without a plan. But where do you start? Is market research necessary? Hear about best practices from knowledgeable professionals.

Presenters: Tina Stevens, Owner, Stevens Design Co.; and Harlan Spotts, Associate Professor and Director of MBA Programs, Western New England College

B2 Finding The RIGHT Information on the Web

The Internet has evolved into a dynamic resource for information. This workshop will help you navigate the Internet efficiently and find the information and databases you need to succeed.

Presenters: Mary Jane Sobinski-Smith, Head Research Instructor, Western New England College and Stan Freeman, Reporter, Republican newspaper

B3 Media Roundtables-Mainstream Media

Positive press coverage is the most cost-effective form of marketing that your organization can get. Come meet local editors, reporters, and anchors from the mainstream media in the Pioneer Valley. These gatekeepers hold the keys to getting your message out.

Presenters: Dave Madsen, Anchor, ABC40; Jim Gillen, City Editor, *Republican*; Mike Dobbs, Managing Editor, *Reminder Publications*; Doug Lezette, News Director, WSHM TV; Barry Kriger, Anchor, WWLP-TV; Jaclyn Stevenson, Senior Writer, *BusinessWest*

11:15 a.m. - 12:15 a.m. Workshops C

C1 Viral Communication And Guerilla Marketing

How do these new forms of marketing compare to traditional methods? Can they work for small businesses and nonprofits? We'll explore how old methods are evolving into exciting, cost effective new practices.

Presenters: Dr. James McKeon, Professional Educator, Marketing, Western New England College

C2 Great Event Essentials

Success is in the details. If you are responsible for planning annual meetings, fundraising affairs and events, organizational gatherings large and small, or maybe a wedding, learn the secrets that will guarantee your success. Learn tips to successful stress-reduced event planning.

Presenters: Kathleen McDonald, Director of Sales, The Log Cabin and The Delaney House

C3 Everyday Copyright Laws

Learn to distinguish what information and images can be legally taken from an Internet website and incorporate into your marketing materials. Find out how to secure permission to use music and images legally. Discover the potential consequences to using information improperly.

Presenters: Attorney James Duda, Intellectual Property Practice Group, Bulkley, Richardson, Gelinis, LLP, and Amy Cohen, Professor of Law, Western New England College School of Law

C4 What are Blogs and How to Start One at No Cost

Create your own Web content. Join Deb Levheim in exploring the basics of Blogger, Google's free blogging software. Learn how to set up a blog, host it for free on Blogspot, and embed photos and links. No blogging experience necessary.

Presenter: Deb Levheim, Instruction Librarian, Western New England College



**Lifetime Achievement Award Presentation
Keith Silver**

A veteran of Springfield area radio and television news and sports reporting, Keith Silver will be honored with the Valley Press Club's 2008 Lifetime Achievement Award. This award-winning broadcaster, whose career spans more

than 40 years, is best remembered for his contributions in radio at WSPR and in television at WWLP-TV 22. During his years in radio and three decades in television, Silver traveled the world covering national, international, regional, and local stories to bring the news home to residents of western Massachusetts. Mr. Silver is a graduate of the University of Cincinnati. He has served as past President of the Valley Press Club and as a member of its Board of Directors as well as state coordinator for the Radio and Television News Directors Association.

1:45 p.m. - 3:00 p.m. Workshops D

D1 Media Roundtables-Alternative Media.

Positive press coverage is the most cost effective form of marketing that your organization can get. Come meet local editors, reporters, and anchors from the alternative media in the Pioneer Valley. These gatekeepers hold the keys to getting your message out.

Panelists: Tom Vannah, Editor, *Valley Advocate*; Ed Kubosiak, Editor, *Masslive.com*; Natalia Munoz, President, *La Prensa*; Janine Fondon, Editor & CEO, *Unity First*; Pari Hoxha, Publisher, *Predvestnik*; Charlie Bennett, Editor, *Wilbraham-Hampden Times*

D2 Basic Design Tips for More Effective Marketing Materials

Fresh, creative design elements are the hallmark of marketing success. Good design is a science as well as an art. Hear from professional designers who will share the secrets and the design resources they depend on. Put more pizzazz into your marketing materials.

Presenters: Todd LeMieux, Freelance Art Director and Designer, and Anne Fischer, Graphic Designer, Springfield College

D3 Press Relations Beyond the Press Release.

This workshop is repeated. See description for workshop A2.

D4 Next Generation Websites. What's on the Horizon?

This workshop is repeated. See description for workshop A3.



Register Online:
www.wnec.edu/communications or below

A confirmation will be sent to you approximately 7 – 10 days prior to the program. Please call 413-782-1473 if you do not receive this confirmation.

Name _____

Title _____

Business Name _____

Business Address _____

City _____ State _____ Zip _____

Business Phone _____ Home Phone _____

Fax _____ Email _____

Conference Fees (please check one):

Individuals

___ **Professionals** \$100 (\$80 by December 14, 2007)

___ **Nonprofits** \$80 (\$60 by December 14, 2007)

___ **Students** \$60 (\$40 by December 14, 2007)

*Two or more from same organization
registering at same time*

___ **Professionals** \$85 (\$70 by December 14, 2007)

___ **Nonprofits** \$65 (\$50 by December 14, 2007)

___ **Students** \$45 (\$30 by December 14, 2007)

Method of Payment (Please check one):

___ Check or Money Order
(Payable to Western New England College)

___ American Express ___ MasterCard ___ Visa ___ Discover

Credit Card Expiration Date _____

Account Number _____

Cardholder Signature

Purchase Order _____ P.O. Number _____

Workshop Selection: Please indicate your first (1) and second (2) choice of workshops in EACH time slot.

8:15 a.m. - 9:30 a.m. ___ A1 ___ A2 ___ A3

9:45 a.m. - 11 a.m. ___ B1 ___ B2 ___ B3

11:15 a.m.- 12:15 p.m. ___ C1 ___ C2 ___ C3 ___ C4

1:45 p.m. - 3:00 p.m. ___ D1 ___ D2 ___ D3 ___ D4