



Public Relations Society of America Philadelphia Chapter

PR Institute 2010

What?

The PR Institute is an advanced training program to broaden the knowledge base and sharpen the communications skills of young professionals (with about two to five years of experience) working in agencies, corporations and nonprofit organizations. The program allows participants to provide greater value to their organizations and advance in their careers.

For six weeks, the participants will attend weekly, two-hour sessions taught by senior PR professionals. They will also have the opportunity to put their new knowledge to work on competing mock PR agency teams. Each team will create and pitch an integrated communications plan to the 2010 PR Institute's real-life client. Participants should expect to spend an average of about eight hours a week outside of class preparing their team plans and presentations.

When & Where? All sessions will be held at locations in the **Greater Philadelphia region from 6-8 p.m.**

Week 1: Monday, April 19—Program Introduction & Client Overview

Week 2: Monday, April 26—Strategic Planning

Week 3: Monday, May 3—Return on Investment/Budget

Week 4: Monday, May 10—Writing a Plan

Week 5: Monday, May 17—Panel Discussion: Media—Traditional & Non-Traditional Relations

Week 6: Monday, May 24—Presentation Training

Week 7: Monday, June 7—Final Judging of Team Presentations

Why?

The PR Institute prepares up-and-coming professionals with the tools needed to excel in the industry. Not only will participants learn from leading practitioners in the region, but each session also provides a great networking opportunity with course professors and industry colleagues. Participants will also gain hands-on experience as they create a comprehensive communications plan for a nationally known, Philadelphia-based organization, developing and honing their planning and presentation skills.

Please complete the application below to register for the PR Institute 2010. Early registration is encouraged.



**Public Relations Society of America
Philadelphia Chapter
PR Institute Application
April – June 2010**

DEADLINE FOR REGISTRATION: FRIDAY, MARCH 26, 2010

Applicant's Name: _____

Company/Organization: _____

Address: _____

City: _____ **State:** _____ **Zip:** _____

Phone: _____ **E-mail:** _____

Applicant's Job Title: _____ **Years of PR Work Experience:** _____

Applicant's Signature: _____

PRSA Member: Yes _____ No _____

Supervisor's Name and Title: _____

Supervisor's Signature: _____

Supervisor's Supporting Statement about the applicant: _____

Fax (secured line) or e-mail application to (215) 295-3652 or ccstewart@comcast.net

Tuition: \$250.00 for PRSA Members; \$295.00 for non-members

Method of Payment (please circle one): Checks (made payable to PRSA Philadelphia), Visa or MasterCard

Card # _____ **Exp. Date** _____

Amount Enclosed: \$ _____

**Remit to: PRSA Philadelphia Chapter
P.O. Box 38
Fairless Hills, PA 19030**