



# FROM TV 2 TWITTER

## Social Media Workshop & Columbus News Media Panel

Telling your story in today's hyper-fast, ever-evolving world demands a deep understanding of both traditional and social media, as well as, up-to-the-second strategies and new ideas. Experience fast-paced presentations and hands-on, small group exercises that utilize real-life scenarios. Then, hear firsthand from top journalists about how social media are revolutionizing traditional media.

**Who Should Attend?** PR, marketing, advertising and government communicators, association and not-for-profit executives

**Date:** Thursday, February 11

**Location:** Mills James Productions, 3545 Fishinger Blvd., Columbus, OH 43026

**Time:** 08:00 Registration  
08:30 – 12:00 Workshop  
12:00 – 1:30 Media panel and lunch

**Investment:** \$249, including continental breakfast, workshop, materials and lunch panel  
A limited number of tickets are available for the luncheon panel ONLY at \$35

### The Workshop – Insightful and Interactive

- ▶▶ 2010 social media outlook
- ▶▶ Integrating traditional and social media
- ▶▶ Building media relationships online
- ▶▶ Online media sourcing and pitching
- ▶▶ Conducting multimedia interviews
- ▶▶ Crisis and reputation management

**Media Panel – Go Behind the Scenes** – How much are reporters and editors relying on social media for sources and ideas? What are the most effective ways today to pitch them? Is the news release dead? What changes are ahead in 2010 for Columbus media? Hear firsthand from top journalists about how social media are impacting the traditional media world. Panelists to be announced soon.



Bridget Weizer



Brad Ritter



Janet Ritter

**About Your Workshop Leaders** – Brad and Janet Ritter have consulted with and coached hundreds of executives and officials from Fortune 500 companies, associations, not-for-profits, advertising agencies and government agencies. Together, they have more than four decades of media and communications experience working as journalists, corporate spokespersons, consultants and coaches. Bridget Weizer supervises the award-winning Mills James Web and Interactive services operations and staff. She has more than 12 years of marketing, public relations, and interactive experience, with expertise in strategic digital media planning, e-learning consulting, and brand building.

Seats are Limited – Register Today at <https://www.acteva.com/go/bradritter>  
Save \$50! Use discount code BRC

Questions? Contact Brad Ritter at [britter@bradritter.com](mailto:britter@bradritter.com) or 866.284.2170

