

April 13, 2016 Luncheon Program

Demystifying Editorial Boards: A Conversation with the Agenda-Setters at Chicago's Top Papers

Whether your goal is landing a meeting, neutralizing a heated issue, or securing an op-ed or editorial—Come learn how to break through the clutter when approaching Chicago's leading editorial boards. We guarantee you'll walk away with a first-hand understanding of what topics are atop each media outlet's agenda, now and in the months ahead, and how to best drive value for both the editorial board and your organization or client.

PANELISTS:

- Tom Corfman, Assistant Managing Editor, *Crain's Chicago Business*
- John McCormick, Editorial Page Editor, *Chicago Tribune*
- Tom McNamee, Editorial Page Editor, *Chicago Sun-Times*
- Jim Slusher, Assistant Managing Editor/Opinion Page *Daily Herald*

MODERATOR:

Dan Miller, Co-Founder,
Chicago Innovation Awards

Wednesday, April 13, 2016

11:30 a.m. - 12:00 p.m. - Registration
12:00 p.m. - 1:30 p.m. - Luncheon* and Program

Maggiano's Restaurant - Chicago

516 N. Clark Street, Chicago
(banquet room entrance on Grand Ave.)

Cost**	<u>Members</u>		<u>Non-Members</u>	<u>Students (current ID)</u>
Early Registration (by 5 p.m. on 03/04/16)	\$ 40	\$ 50	\$ 25	
Late Registration (after 5 p.m. on 03/04/16)	\$ 50	\$ 60	\$ 25	
Walk-in (online reg. closes @ 3 p.m. on 3/08/16)	\$ 55	\$ 65	\$ 30	

Students attending program only - FREE (please arrive @ 12:20 p.m.)

Students attending program w/ dessert & beverage service - \$10.00 (please arrive @ 12:20 p.m.)

* Vegetarian meals available, request when registering.

**Registration fee is due if cancellation is not received by noon the day prior to event.

REGISTER TODAY!
online registration available at www.publicity.org

Luncheon sponsored by:



Publicity Club of Chicago

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