

Helping Businesses Grow & Succeed



Hosted by:



PR 101

April 21, 2015

3:00 – 5:00 PM

**Eastern Florida State College – Melbourne Campus
3865 N Wickham Road – Building 10, Room 111A**

What is public relations?

Answer: A marketing communications tool that your business marketing strategy can't live without. Learn the basics of effective public relations, how to do it well, the secrets to developing and delivering your company's key messages and competitive differentiators through PR and how to work with your local and trade press corps to leverage positive company perception through earned media placement.

Speaker:



Tina Lange, owner of TNT Communications Group, holds nearly 20 years of Public Relations (PR), social media and strategic marketing expertise. She led numerous communications programs for high-profile brands such as Space Florida, *FLORIDA TODAY* Newspaper, The Boeing Company, Brevard Cultural Alliance, and the Florida Tech Women's Business Center, among others.



The program is NO Cost. Reservations are required. Call the SBDC at 433-5570 or 433-5514.

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