



THE LEADERSHIP INSTITUTE
Public Relations School
September 20-22, 2010
Steven P.J. Wood Building
Arlington, VA

Monday, September 20

- 6:00-6:30 PM** **REGISTRATION and DINNER**
- 6:30-6:45** **Welcome and Introduction**
- 6:45-7:30** **Importance & Theories of Public Relations**
- 7:30-8:15** **Message Development**
- 8:15-8:30** **BREAK**
- 8:30-9:30** **Building and Cultivating a Relationship with the Media**

Tuesday, September 21

- 6:00-6:30 PM** **SIGN-IN and DINNER**
- 6:30-8:00** **PR Strategies from a Reporter's Perspective**
- 8:00-8:15** **BREAK**
- 8:15-9:30** **Staying on Message during a Crisis**
- 9:30** **ADJOURNMENT**

Wednesday, September 22

6:00-6:30 PM	SIGN-IN and DINNER
6:30-7:15	Writing Effective Press Releases
7:15-8:15	Conducting a Successful Media Event
8:15-8:30	BREAK
8:30-9:30	Effective Argumentation
9:30	CLOSING REMARKS and ADJOURNMENT

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