

From: PRSA-Maryland [info@prsamd.org]
Sent: Monday, May 07, 2012 5:25 PM
To: laura@lachapellecommunications.com
Subject: PRSA-MD WebNotes: Don't Miss these Summer Events!



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Upcoming Events

We know that vacations and graduations start filling up your calendar in these warmer months, so we want to ensure our 'summer' events are already on your



WebNotes

May 7, 2012

Dear Laura,

We hope you've been as excited as we have been about our new take on programming this year. The mix of free webinars with special on-site events have received rave reviews from many members.

Speaking of special events, our annual Best in Maryland (BIM) awards presentation is THIS THURSDAY, May 10. Come on out to meet the winners and the area's top public relations and communications professionals. You won't want to miss this evening of cocktails, good food, networking and all-around schmoozing at the [1840s Ballroom](#) downtown.

[Reserve your seat today!](#)

Thank you,
Nneka Jenkins and Laura LaChapelle, APR
PRSA-MD 2012 Co-Presidents

P.S. - If you attended our "Social Media Measurement and Analysis: When Friends Aren't Enough" webinar last week (or if you weren't able to attend and want to see what all the fuss was about), access the slides [here](#).

Top 10 Reasons to Attend BIM

calendar.

- May 10 - Best in Maryland Awards presentation
- June 6 - Media Panel
- August (date TBD) - Wine event

Keep an eye on [our website](#) and in WebNotes for more details on these and other events.

Are you looking for a way to highlight your agency?

Get your name in lights and help support the Best In Maryland awards to assure PR gets the recognition it deserves by becoming a Patron of the 2012 Best In Maryland Awards reception.

Sponsorships are available at the \$100, \$250 and \$500 levels.

Contact us at info@prsamd.org or call the PRSA MD office at Mariner Management at 301-725-2508 for more information.

Get More Free Webinars by Joining PRSA

I didn't submit an award entry this year, so why the heck would I give up a night and attend the Best in Maryland (BIM) award event?

Here are our Top 10 Reasons to Attend BIM:



10. Network with some of the best and brightest in PR and communications
9. Potentially pick up a new client or project. Let's face it, we all network with the goal of either landing a job or bringing in some more money, right?
8. To that end - Find a stellar new hire (or, on the flip side, get an 'in' at your dream employer).
7. We've heard lots of buzz about our Keynote Speaker, Bill Toohey. Come to hear him speak and see what the buzz is all about!
6. Suss out your competition. You'll see what other locals in your profession are working on; this can help you up your game.
5. Get some tips on the kinds of things you need to have in your entry for next year!
4. Get dolled up for a night on the town with great food at a unique location.
3. Reconnect with old friends, colleagues and employers.
2. Get info or tips you never thought of, like recommendations on vendors.
1. Check out the 1840's Ballroom as a potential hidden-gem to suggest to a client as the location for their next event.

Here are the details on Thursday's event:

- **When:** May 10, 2012
- **Where:** 1840s Ballroom 29 S. Front Street, Baltimore, MD 21202
- **Cost:** \$70 for members, \$85 for nonmembers. Includes a scrumptious menu, networking and cash bar.

Click [here](#) for more information and to register.

Special thank you to our print sponsor...

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All-New Yet Ever-Popular Media Panel

Back by popular demand is our sought-after annual event, the Media Panel. This year's Panel will take place on June 6 at 9 a.m. at the University of Baltimore.

Participants (and we're still adding to this list!):

- Chris Daley, senior account executive of Maroon PR
- Doug Donovan, regional editor of Patch.com
- Danny Jacobs, web editor of The Daily Record (oversees website content and social media efforts)
- David London, managing director of What Weekly
- Laura Smitherman, The Baltimore Sun

Proposed topics:

- Changes in traditional media (including growth of online publications)
- How media and PR pros have adapted to new media
- Story placement/pitch
- Best practices for social media success
- Importance of an online presence

Registration opening soon!

Would You Like Wine With That?

We hope you're in town in early August so you can take a little field trip with us for an evening of wine, socialization and some education. We are making plans with a local winery for tours, tastings and more, so keep an eye out for those details. It should be a relaxed atmosphere in which to interact with colleagues for an evening.

Keep an eye on [our website](#) for more info, but we'll keep you updated in WebNotes, too!

Are You a Health Care Communicator?

If you work in the health care industry, consider driving up to Philadelphia for the Health Academy Conference on May 16 through 18.

You'll be able to connect with leading healthcare communicators, policy experts and media on how to best position your upcoming initiatives for success. Some of the speakers and topics include:

- Dr. Ezekiel Emanuel, former White House health policy



Warschawski

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advisor - "Health Care Reform and the Future of American Medicine."

- Dr. Darshan Kulkarni, principal attorney, The Kulkarni Law Firm - "Legal and Ethical Issues as They Arise Creating Your Social Media Policy."
- Kim Hamilton, director, global human health communications, Merck - "Motivating Patients to More Effectively Manage Their Health by Advocating Awareness of an Under-Recognized Disease Complication."

Special \$100 Saver Rate for Chapter members! For information on registration or programming, [click here](#).

Keep Your Membership Current

Have you changed jobs? Did you recently move your home or office? Are you using a different email account? PRSA-MD wants to know so we can keep in touch with you. Do not miss out on exciting updates and events in 2012. Update your membership information today. Just login to My PRSA at www.prsa.org.

Local Jobs!

To see many local job opportunities, simply check out our Job Board! Just note that your PRSA-MD membership needs to be up-to-date, as only PRSA-MD members are able to access the PRSA-MD [Job Board](#).

WebNotes is written and compiled by [Laura LaChapelle](#), APR, President of LaChapelle Communications, PRSA Mid-Atlantic District Chair-Elect and PRSA-MD Co-President.

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