



CONNECTICUT  
BUILDING CONGRESS, INC.

## The Public Relations Advantage - Boosting Sales & Building Reputations

**Tuesday, March 9, 2010**

Registration / Networking 5:30 p.m.  
Dinner / Program 6:30 - 8:30 p.m.

### The Hartford Club

46 Prospect Street, Hartford, CT

### Registration:

CBC Members: \$60.00 / Nonmembers: \$70.00

#### Speaker:

**Michael J. Reilly** is president of Reilly Communications, a national marketing and public relations consulting firm based in Boston. He is a past national president of the Society for Marketing Professional Services (SMPS), teaches marketing skills at Boston University's Center for Professional Education, and is a contributing editor to the SMPS Marketer. His work has won several recent awards including a 2009 Bell Ringer Award from the Publicity Club of New England, and First Place Awards for Public Relations in the 2008 SMPS national and chapter Communications Awards.

Mike earned his MS in Communications from Boston University's College of Communication and a BS in Journalism from Suffolk University.

## Plan to join us!

## The Public Relations Advantage - Boosting Sales & Building Reputations

Staying visible and being known by prospective clients is the first step in getting new work. Being consistently in front of a target audience -- in print, at the podium or on the web in social media forums -- offers a proven competitive advantage. Today more than ever, clients and prospects need to read about your firm, learn about your in-house expertise and understand why your firm stands out from the pack.

Mike Reilly, FSMPS, of Reilly Communications, will describe why and how firms are seeing tangible results and measuring revenue success through public relations. He will cover the essential elements and techniques of a successful public relations campaign:

- Translating projects into stories that editors want
- Differentiating your company message for the press and clients
- Winning the social media race
- Targeting the right media
- Reaching out successfully to gain coverage

#### REGISTRATION: Please Print Clearly

Name \_\_\_\_\_ Frenched Chicken Breast \_\_\_\_\_ Grilled Salmon Filet \_\_\_\_\_ Vegetarian Napoleon

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Firm Name: \_\_\_\_\_ Phone: \_\_\_\_\_ Contact Person Email: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

CBC Members \_\_\_\_\_ @ \$60 \$ \_\_\_\_\_ Non-members \_\_\_\_\_ @ \$70 \$ \_\_\_\_\_ (Students or Unemployed - Contact CBC for Special Pricing)

#### METHOD OF PAYMENT

Please make checks payable to: **Connecticut Building Congress** Mail to: P.O. Box 743, Enfield, CT 06083

If using a credit card, please complete below and fax, mail or email. Fax: 888-741-8809 Email: sroberts@cbc-ct.org

Name on Credit Card: \_\_\_\_\_ Master Card \_\_\_\_\_ VISA \_\_\_\_\_ AmEx \_\_\_\_\_

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Signature: \_\_\_\_\_ A registration confirmation will be emailed to contact person.

Questions or to register by phone: Sharon Roberts 860-228-1387 The Hartford Club is located at 49 Prospect Street in Hartford, CT

Complete directions available at: <http://www.hartfordclub.com/Public-Menu/About-Us-3.html> Parking: available in the Travelers Garage - entrance is adjacent to the Club on Prospect Street. At gate at garage entrance, press the intercom button and tell them you are attending a CBC Event at the Hartford Club. Parking included in registration.



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