



THE LEADERSHIP INSTITUTE
Public Relations School
July 20-22, 2009
Steven P.J. Wood Building
Arlington, VA

Monday, July 20

6:00-6:30 P.M. REGISTRATION and DINNER

6:30-6:35 Welcome and Introduction Matt Kneece
Communications Training Intern
LEADERSHIP INSTITUTE

6:35-7:35 Importance & Theories of Public Relations Jonathan Grella
Senior Vice President
SAFE

7:35-8:20 Message Development Jonathan Grella

8:20-8:30 BREAK

**8:30-9:30 Building & Cultivating Relationships
with the Media Adam Bromberg**
Vice President
CRC PUBLIC RELATIONS

Tuesday, July 21

6:00-6:30 P.M. SIGN-IN and DINNER

6:30-8:00 PR Strategies from a Reporter's Perspective Mark Pfeifle
Vice President, Systems Media Group
S4 INC.

8:00-8:15 **BREAK**

8:15-9:30 **PR Strategies for a Hill Office** **Chris Matthews**
Senior Vice President
VOX GLOBAL

9:30 **ADJOURNMENT**

Wednesday, July 22

6:00-6:30 P.M. **SIGN-IN and DINNER**

6:30-7:15 **Writing Effective Press Releases** **Jim Eltringham**
Client Services Manager
CROSSLINK STRATEGY GROUP

7:15-8:15 **Conducting a Successful Media Event** **Lindsey Mask**
Communications Director
REP. HOWARD P. "BUCK" MCKEON (CA-25)

8:15-8:30 **BREAK**

8:30-9:30 **Effective Argumentation** **Ian Ivey**
Attorney
IVEY LAW

9:30 **CLOSING REMARKS and ADJOURNMENT**

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