



THE LEADERSHIP INSTITUTE
Public Relations School
September 28-30, 2009
Steven P.J. Wood Building
Arlington, VA

Monday, September 28

6:00-6:30 PM **REGISTRATION and DINNER**

6:30-6:45 **Welcome and Introduction**

6:45-7:30 **Importance & Theories of Public Relations**

Chris Matthews
Senior Vice President
VOX GLOBAL

7:30-8:15 **Message Development**

Mark Pfeifle
Vice President, Systems Media Group
S4 INC.

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

8:30-9:30 **Conducting a Successful Media Event**

Lindsey Mask
Communications Director
REP. HOWARD P. "BUCK" MCKEON (CA-25)

Tuesday, September 29

6:00-6:30 PM **SIGN-IN and DINNER**

6:30-8:00 **PR Strategies from a Reporter's Perspective**

Scott Hogenson
Senior Vice President
DEZENHALL RESOURCES

