



Public Relations School

Promote Your Message

The success of your organization, cause, or candidate depends on how well the media communicates your message.

Attend the Leadership Institute's Public Relations School and discover how to translate your message into a media strategy for positive coverage.

You will learn how to:

- Develop the right message for your audience
- Use social media to spread that message
- Build valuable relationships with the media
- Communicate effectively through writing and speaking



Leadership Institute
Steven P.J. Wood Bldg.
1101 N. Highland St
Arlington, VA 22201



Monday
July 15, 2019
9:00 a.m. - 6:00 p.m.






\$60 -or- \$45
before July 4
(breakfast & lunch
included)

Register Today

Register online at LeadershipInstitute.org or contact Hannah-Catherine Smith at HSmith@LeadershipInstitute.org or (703) 247-2000 ext. 214.



 @LeadershipInst
 LeadershipInstitute
 LeadershipInstitute.org

