

## TAB 6: Public Relations

Include promotional materials, news clippings, communications to the public, transcripts of radio and TV spots broadcast, etc.

**Below:** Flyer to promote event posted on chapter website/Facebook, e-mailed to Jaycees across the state and mailed to potential attendees in the community:

### 2008 Leadership & Business College

The Charlotte Junior Chamber is proud to announce the biggest project of the year "The 2008 Leadership & Business College." This is a full day of workshops and panel discussions with the very best business and life coaches in the Carolina's.

#### *The 2008 Leadership & Business College*

*Co-Sponsored by*

*The Belk College of Business, UNC Charlotte*

*September 20<sup>th</sup>, 2008*

*Blake Hotel, Uptown Charlotte*

*8:30a.m. – 3:30p.m.*

#### Itinerary

*8:35a.m. – 9:00a.m.*

*Keynote Speaker: Jenniffer Roberts*

Jenniffer Roberts, Mecklenburg County Commissioner is going to kick the day off with what she believes true leadership means to her and the community we live in.

*9:00a.m. – 9:50a.m.*

*Panel Discussion*

We have an exciting line up of leaders, entrepreneurs, and C.E.O.'s from the greater Charlotte area. This is an opportunity to find out what separates the leaders from the followers. Please bring questions or just enjoy the advice and opinions from a broad panel of experience and wisdom.

*10:00a.m. – 10:50a.m. Strategic Business Planning: Dr. Beck*

Dr. Tammy Beck will share with us how to successfully use strategic business planning in our professions. Dr. Beck currently teaches both undergraduate and graduate level classes at the Belk College of Business at UNC Charlotte. She had published several peer-reviewed academic journals, including the Academy of Management Journal, Journal of Management, and The Leadership Quarterly.

*11:00a.m. – 11:50a.m. "Six Power Boosters for Peak Energy": Robin Ives*

Robin Ives is a Personal Health Coach who has a passion for sharing information on health and nutrition that stretches back twenty years to a time when she solved her own health challenges. Robin is certified by Columbia University and The American Association of Drugless Practitioners as a Holistic Health Counselor. Robin helps busy adults who are struggling to eat healthy, energize, and de-stress.

*12:00p.m. – 1:00p.m.*

*Lunch by Olive Garden*

Enjoy lasagna or pasta, salad, breadsticks, and tea.

*1:00p.m. – 1:50p.m.*

*Networking 101: Robin Boswell*

Robin has over 13 years of experience in academic, corporate and private settings with expertise in higher education administration, recruiting, and training, career consulting and consulting. Robin's expertise lies in facilitating the career decision process and implementing successful strategies toward client goals. Robin is the Director of Career Development at The Belk College of Business at UNC Charlotte.

*2:00p.m. – 3:30p.m.*

*Coaches Wrap Up Session: Laura Neff*

Laura Neff is a Life Leadership Coach. She believes there is more in all of us and that we each have the potential to be powerful leaders in our own lives. She works with individuals that crave the ability to create lasting fulfillment, discover unwavering strength and resourcefulness within themselves, and cultivate internal peace by taking full responsibility for creating a no-regrets life!

*7:00p.m.*

*The Charlotte Junior Chamber Fall Bar Crawl: HOM*

Join The Charlotte Junior Chamber for an evening out on the town. We will start our event at HOM on 5<sup>th</sup> Street and venture through Charlotte's finest nightlife. **Remember all attendees of The Leadership & Business College are FREE!!!**

**To register to attend this phenomenal one-day event, go to the Charlotte Junior Chamber website at: [www.charlottejuniorchamber.com](http://www.charlottejuniorchamber.com).**

**The cost is just \$25! (Payment is accepted via Paypal.)**

**For more information, call (704) 555-1212**

**We'll see you September 20<sup>th</sup> at the Blake Hotel!!!!**