

OCTOBER 16-18, 2014
THE SENTINEL HOTEL, PORTLAND, OR

SESSION DETAILS

Session #: 208

Title: Public Relations 101: Sharing Your Voice and Your Message

Speaker: Dianne Danowski Smith APR, Fellow PRSA

Date: Friday, October 17

Time: 11:10 a.m. - 12:25 p.m.

CE Contact Hours: 1.25

Pharmacology Hours: 0

SESSION DESCRIPTION

Will teach participants about elevating their organizational or teaching messages to reach larger audiences (such as through media relations, social media, etc...).

LEARNING OBJECTIVES

Upon completion of this session, the learner will be able to:

1. Describe methods to strategically share health and organizational messages to broad audiences.
2. Identify different forms of messaging channels.
3. Question and answer session.

DISCLOSURES

Conflict of Interest for Planners & Presenter:

- The planners of this CNE activity declare no conflicts of interest in the development and implementation of this educational activity.
- This presenter declares no conflict of interest. As faculty/presenter for this activity, presenter attests that they will provide the best available evidence for this content and present information fairly and without bias.