



**Mail Registration form
with payment to:**

**Nonprofit Chamber of
Service**

**1999 N. Amidon, Ste. 373
Wichita, KS. 67203
Or
P.O. Box 47012
Wichita, KS. 67201**

Phone: 316.440.6744
Fax: 316.440.6747
E-mail: NPCOS@NonprofitChamberKS.org
PerryLSchuckman@NonprofitChamberKS.org
Mindy@NonprofitChamberKS.org

***The Nonprofit Chamber is
an organization created by
nonprofits to serve
nonprofits and is governed
exclusively by nonprofit
executives.***

***The Nonprofit Chamber of
Service's mission is to assist
all Kansas nonprofits in
achieving their maximum
potential through
collaborative efforts directed
towards best practices,
improved governance and
community engagement.***



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Nonprofit Chamber
of Service

**A four part series dedicated
to Marketing & Public
Relations.**

Marketing & PR Series



**October 7, 2010
"How to Pitch Your
Story and Get the
Coverage"**

**October 18, 2010
"Crisis
Communications"**

**November 1, 2010
"Marketing Your
Nonprofit"**

**November 16, 2010
"Speed Dating for
Reporters"**

See Inside for Times

**Location for All
Sessions:
Envision, 601 N. Main,
Wichita-67203**

SESSION 1:

“How to Pitch Your Story and Get the Coverage”

Facilitator: Michele Gors Paris, President/CEO, KPTS Channel 8

Panelists will include major television and newspaper assignment editors, producers and news directors.

October 7, 2010

2:00 PM– 5:00 PM

**Location: Envision, 601 N. Main, Wichita
See Registration Form for Cost**

SESSION 2:

“Crisis Communication”

Panel discussion of nonprofit public relation specialists who have experience with crisis communications, how to manage them, and how to come out of a crisis unscathed.

October 18, 2010

2:00 PM– 5:00 PM

**Location: Envision, 601 N. Main, Wichita
See Registration Form for Cost**

SESSION 3:

“Marketing Your Nonprofit”

Guest Presenter:

Jess Huxman

Named Marketer of the Year by the American Marketing Association.

Topics presented include:

- **Soliciting PSA’s**
- **How to Purchase Advertising in television and print**
- **Obtaining coveted Guest spots on live broadcasts**

November 1, 2010

2:00 PM– 5:00 PM

**Location: Envision, 601 N. Main, Wichita
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SESSION 4:

“Speed Dating for Reporters”

Session begins with a live press conference followed by “Speed Dating” with television and newspaper assignment editors, producers and news directors.

Organizations will have the opportunity to give an elevator speech to members of the press regarding the nonprofit organization represented. This is an opportunity to get members of the press interested in your nonprofit, mention of upcoming events is prohibited. Bring a brown bag lunch.

November 16, 2010

12:00 PM– 5:00 PM

**Location: Envision, 601 N. Main, Wichita
See Registration Form for Cost**

Please Register the following attendee for the selected session (s) of the 4-part series entitled “Marketing and Public Relations.”

Name: _____

Title: _____

E-mail: _____

Organization: _____

SELECT APPROPRIATE STATUS AND DESIRED SESSION(S)

I represent a NPCOS Member Agency:

Register me for (circle):

- \$15 “How to Pitch Your Story and Get the Coverage”
- \$15 “Crisis Communications”
- \$15 “Marketing Your Nonprofit”
- \$15 Speed Dating for Reporters
- \$55 All 4 sessions **BEST VALUE**

I am a NPCOS Individual Member:

Register me for (circle):

- \$15 “How to Pitch Your Story and Get the Coverage”
- \$15 “Crisis Communications”
- \$15 “Marketing Your Nonprofit”
- \$60 Speed Dating for Reporters
- \$105 All 4 sessions **BEST VALUE**

I am not an NPCOS member

Register me for (circle):

- \$60 “How to Pitch Your Story and Get the Coverage”
- \$60 “Crisis Communications”
- \$60 “Marketing Your Nonprofit”
- \$60 Speed Dating for Reporters
- \$220 All 4 sessions **BEST VALUE**