Public Relations
Careers Day

A full day seminar introducing you to a career in public relations.

Recommended for anyone considering a career in public relations. It will provide a realistic up-to-date overview of the industry and employment opportunities.

Cost: $65 per person (includes refreshments and light lunch)
Saturday 5 September 2008
10 am - 3:30 pm
Venue: RMIT Building 100, Level 9, Lecture Theatre 10
(239 Bourke Street, Melbourne)

Topics:
- Integrated marketing communications—pulling it all together
- Consultancy PR—your own company
- Corporate PR—big business
- New media—innovative and inspirational
- Government PR—public concerns
- Event management—make an impact
- Fundraising—not for profit
- The future—what’s up for tomorrow
- Study options

Further information:
Jenny Tsakiridis
Tel: +61 3 9925 5658
email: jenny.tsakiridis@rmit.edu.au
www.rmit.edu.au/bus/events/careers/pr

Registration closes 1 September
Book early—places limited!
A full day seminar introducing you to a career in advertising.

RMIT Careers Days provide a realistic up-to-date overview of the industry and employment opportunities.

I thought it was great. The day gave me a really good insight into a career in advertising and answered all of my questions about the industry, qualifications and opportunities in this line of work. Personally I am interested in a career in advertising, but realised how little I knew about it. The focus on the different types of advertising and all the areas you could work in was a real eye opener for me. Thanks very much.

Lucy Hawkins,
Shellford Girls Grammar School

The RMIT Careers Day is a great opportunity for you to really understand what public relations is all about. You will meet people from the industry, including former RMIT students, who can answer your questions and help you decide what to do.

John Scully,
Manager Corporate and Public Relations, VicRoads

Registration form

Registration close date: Advertising: 18 August 2009
Public Relations: 1 September 2009
Please accept my registration for the (please tick)

☐ AIA Advertising Careers Day
Saturday 22 August 2009
☐ Public Relations Careers Day
Saturday 5 September 2009

I enclose a cheque/money order for $55 incl. GST, made payable to the Advertising Institute of Australasia, for the Advertising Careers Day

I enclose a cheque/money order for $55 incl. GST, made payable to RMIT University, for the Public Relations Careers Day

Send payment and completed registration form to:
Jenny Tarkacz
Business TAFE School
RMIT University
Lavd 13, 250 Bourke Street Melbourne 3000

Name: ..............................................................
Address: ........................................................................................................
Postcode: ............................................................ State: ..............................
Telephone: ............................................................ Email: ..............................
Age: ............................................................ Education level: ........................
School: ........................................................................................................
Special dietary requirements: .................................................................

How did you hear about these events? (please tick)

☐ Careers Counsellor
☐ Website
☐ Advertisement
☐ Poster
☐ RMIT Open Day
☐ Other .................................................................