RMIT PUBLIC RELATIONS CAREERS DAY
TALK THE TALK
8 SEPTEMBER 2007

INTRODUCTION
The Business TAFE School at RMIT University has pleasure in announcing a one-day seminar to introduce young people to the world of Public Relations on Saturday 8th September 2007.

Leading industry practitioners and RMIT academic staff will deliver the presentations. We recommend this special day to anyone considering public relations as a career. It will provide a realistic up-to-date overview of the industry and employment opportunities.

The cost of $55 (inc GST) per person includes refreshments and a light lunch.

Where: LEVEL 9, ROOM 16, RMIT UNIVERSITY BUILDING, 239 BOURKE STREET, MELBOURNE

For further information contact Jenny Tserkezidis (03) 9925 5658 or email: jenny.tserkezidis@rmit.edu.au

PROGRAM
10.00 am Welcome and Introduction
10.10 am Integrated Marketing Communications
10.30 am Consultancy PR – “your own company”
10.50 am Corporate PR – “big business”
11.10 am Morning Tea
11.30 am New Media – “innovative and inspirational”

11.50 am Government PR – “public concerns”
12.10 pm Event Management – “make an impact”
12.30 pm Lunch
1.15 pm Fundraising – “not-for-profit”
1.35 pm The Future – “what’s up for tomorrow?”
2.00 pm Courses Available
2.30 pm Question Time
2.45 pm Close

REGISTRATION (closing date for registration is 4th September 2007)
Please accept my registration for the PR Careers Day on: Saturday 8th September 2007.

Please find enclosed a Cheque / Money Order for $55.00 made payable to: RMIT Business TAFE School

Send your completed registration form to:
Jenny Tserkezidis
Business TAFE School,
RMIT University
Level 13,
239 Bourke Street,
Melbourne VIC 3000

Book early as numbers may be limited.

PRESENTED BY:
RMIT University
Celebrating 120 years

Name: _____________________________
Address: ___________________________
Postcode: __________________________
State: _____________________________
Telephone: _________________________
Email: ____________________________
Age: ___________________ School: _______________
Education Level: __________________

How did you hear about this seminar? (please tick)
[ ] Careers Councillor [ ] RMIT Open Day [ ] Website [ ] Other ____________________