

COMMUNICATION SKILLS AND LEADERSHIP IN THE 21ST CENTURY

A COMMUNICATIONS CONFERENCE

Wednesday, April 7, 2010 7:30 a.m.–4:00 p.m.

Sponsorship Opportunities

► \$700 Premier Conference Sponsor:

- Listed in conference brochure, program, website, and other marketing materials
- **Two free registrations to the conference (\$300 value)**
- Banner signage at Chamber Breakfast and Awards Luncheon
- Exhibitor table during the conference
- Listed on conference signage in each of the workshop rooms and at Awards Luncheon
- Thanked during the Luncheon Speaking Program

\$400 is tax deductible

► \$400 Workshop Sponsor:

- Listed in conference brochure, program, website, and other marketing materials
- **One free registration to the conference (\$150 value)**
- Opportunity to introduce workshop presenters and promote your business
- Exhibitor table during the conference
- Listed on conference signage in each of the workshop rooms and at Awards Luncheon
- Thanked during the Luncheon Speaking Program

\$250 is tax deductible

► \$250 Award Luncheon Sponsor:

- Listed in the conference brochure and program
- **Two tickets to the Awards Luncheon (\$50 value)**
- Listed on conference signage in each of the workshop rooms and at Awards Luncheon
- Thanked during the Luncheon Speaking Program

\$150 is tax deductible

► \$100 Student Scholarship Sponsor: *Help reduce the cost for local students to attend.*

- Listed in the conference brochure and program
- **One ticket to the Awards Luncheon (\$25 value)**
- Listed on conference signage in each of the workshop rooms and at Awards Luncheon
- Thanked during the Luncheon Speaking Program

\$75 is tax deductible



WESTERN NEW ENGLAND COLLEGE

Presented by Western New England College, Valley Press Club, Ad Club of Western Mass, and Affiliated Chambers of Commerce of Greater Springfield.

Some of the workshops being offered:

How to Improve Springfield's Image: Analysis of survey research, and polling report presented by the Western New England College Polling Institute during Chamber of Commerce Breakfast. Panelists will include local marketing and advertising experts.

Media Roundtable—Meet the Gatekeepers Panel: James Foudy, editor, *Hampshire Gazette*; Cynthia Simison, managing editor, *The Republican* newspaper; Doug Farmer, editor, Turley Publications; Mike Dobbs, editor, Reminder Publications; Doug Lezette, news director CBS 3; Tom Vannah, editor, *Valley Advocate*; Veronica Cintron, anchor 22News; Paul Tuthill, bureau chief WAMC Northeast Radio; Fred Bever, news director WFCR Radio; Ed Kubosiak, editor in chief Masslive.com, and more.

Great Marketing on a Tight Budget: Marketing tends to be an expensive effort for a small business or nonprofit. 'Not true' say our speakers. Attend this session to learn about proven low cost strategies and tools including direct marketing, social media, useful online tools and websites to exploit for successful marketing, public relations, and fund development activities. Presented by Suzanne Boniface, community relations manager, The Children's Study Home and marketing consultant to small businesses; and Larri Cochran, principal, FreshTable.com and marketing consultant.

Where are the Jobs in the Communication Industries' Economic Report: Dr. Michael Goodman, associate professor and chair, Department of Public Policy, UMass Dartmouth, coeditor of *MassBenchmarks*, and former director of the Donahue Institute, UMass Amherst.

General Session—Where are the Jobs in the Communication Industries'—Panel Discussion:

Where are jobs growing and shrinking in the various communication industries, including; Marketing, Journalism, Cable, Public Relations, Advertising, Broadcasting, and Internet.

Panelists: Dr. Michael Goodman, associate professor and chair, Department of Public Policy, UMass Dartmouth, coeditor of *MassBenchmarks*, and former director of the Donahue Institute, UMass Amherst; Mr. Al Jaffe, vice president of talent recruitment, ESPN; and more.

Communication Skills Needed for Leadership: It is said that all good leadership begins with effective communication. What are the essential communication skills needed to lead any group of people? Be informed, be inspired, and become a leader in your field. Presented by Western New England College faculty.

It's a YouTube World—Video and Photos on the Web: Let us help you navigate the maze of digital still and video cameras, software, and Internet video sites. Learn how to use online tools and reduce your fear of working with video. Bring your questions. Presented by Tony Mutti, manager of administrative information systems, Western New England College.

How to Give a Successful Workshop Presentation: Presenting an effective workshop requires a blend of information, inspiration, and audience involvement. A simple lecture or demonstration will no longer suffice. Learn what methods and materials will have your audience wanting more, presented by Western New England College faculty.

Student Live Shots: Experience an authentic disaster press conference and do a live report with a WWLP 22News crew. You'll go home with a tape of your performance. Produced by 22News WWLP-TV.

Video Résumés: They are becoming commonplace and can give you an edge over other job applicants. Learn what should and should not go into your video résumé and make one during this hands-on workshop.

To become a sponsor, please make checks payable to Western New England College and mail to:
Western New England College, 2010 Communication Conference, 1215 Wilbraham Road
Springfield, MA 01119-2684 Attn: Advancement

For more information, contact Brian Zelasko at 413-796-2261 or bzelasko@wnec.edu.