

Tuesday 30 October 2007



PRIA Victoria Annual General Meeting and Breakfast with Gerry McCusker Personal PR Disasters - Undermining PR Credibility



Gerry McCusker is a PR/communications strategist and creative and the author of provocative pop-business text 'Public Relations Disasters', which documents and explores the global phenomenon of reputation management.

The social media arena is a fertile, feral breeding ground for PR disasters. Often individual practitioners are named and shamed via blogs, press, TV and websites, such as McCusker's own 'prdisasters.com' blogsite.

So how are you preparing to protect yourself and the organisations you represent against all manner of online reputational threats, McCusker included?

Gerry's presentation 'Avoiding Personal PR Disasters', will bring a zestful and insightful perspective to his analysis of PR communications and Reputation Management in the Internet Era. It might just help you avoid killing your PR career or crippling your corporate reputation.

Venue RACV Club
Level 2, 501 Bourke St
Melbourne

Date Tues 30 October 2007

RSVP Mon 22 October 2007

Time 7.15 - 7.30 am Registration
7.30 - 7.45 am AGM
7.45 - 9.00 am PR Breakfast

Price \$45 Members
\$55 Non Members
\$35 Students
(inc 10 % GST)

Registration Form & Tax Invoice - AGM & PR Disasters Breakfast - 30 Oct 07

ABN: 22 004 388 881 (On receipt of payment, this registration form will act as a tax invoice for payments less than \$1000)

- I am a **member** and would like to attend the AGM only at 7.30am (No Charge)
- I am a **member** and would like to attend the AGM and breakfast at 7.30am (\$45)
- I am a **member** and would like to attend the breakfast only at 7.45am (\$45)
- I am a **non member** and would like to attend the breakfast only at 7.45am (\$55)

To register complete and either: fax to 03 9596 9800 or email your details to vic@pria.com.au or post to PRIA Victoria Registrations
Unit 2, 15-19 Begonia Road, Gardenvale VIC 3185
www.pria.com.au

Name: _____

Company: _____

Phone: _____

Fax: _____

Email: _____

Member \$45.00 Non-member \$55.00 Student \$35.00

I have enclosed a cheque for \$ _____
(All cheques made payable to PRIA Vic)

Please debit my credit card as detailed below for \$ _____

VISA M/CARD AMEX

Card number: _____

Cardholder: _____ Exp: ____/____

Signature: _____

Should you have any queries contact Amanda Dale on 03 9596 1935