

NEWS



Society for Marketing
Professional Services
Hawaii

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Demystifying the Media - Find Out What They Really Want and How to Give it to Them

Panel of journalists to address professional service firms

HONOLULU, HAWAII, January 16, 2008 – If you've ever wondered what gets the media's attention, this program will reveal insiders' knowledge of how to garner more press opportunities for your company. An expert panel comprised of Erika Engle (Honolulu Star Bulletin), Chad Blair (Pacific Business News), and Amy Hennessey, APR (McNeil Wilson Communications) will be moderated by Howard Dicus (KGMB9) for a lively and informative question and answer session.

The panel discussion will take place on Tuesday, February 5, 2008, from 11:30am to 1:30pm at the Plaza Club in the Coronet Room. The event is \$30 for members, \$40 for non-members, and \$45 if registering after February 1 or at the door. Lunch is provided. Seating is limited and registrations will be accepted on a first-come, first-served basis. Please visit www.acteva.com/go/smpshawaii to register for this event or contact Michelle Skupin at events@smpshawaii.org for more information.

Founded in 1973, the Society for Marketing Professional Services (SMPS) has more than 6,500 marketing and business development professionals from architectural, engineering, planning, interior design, construction, and specialty consulting firms located throughout the United States and Canada. The mission of SMPS is to be the premier source of education and information for marketers of professional services in the built and natural environments.

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