

WHPRMS 2011 SPRING WORKSHOP

May 12, 2011 • 9:00 am – 2:00 pm • Check in opens at 8:30 am

Cambria Suites • 5045 Eastpark Blvd., Madison, WI 53718

DON'T TALK TO THE MEDIA UNTIL...

Secrets You Need to Know Before You Open Your Mouth to a Reporter

In this program you will:

- Discover why the facts don't matter
- Learn why you get taken out of context
- Explore what really gets left on the cutting room floor
- Unlock the secrets to controlling every question and every answer

Designed for CEO's, Executives & Public Relations Professionals

Every day we see people make fools of themselves talking to the media. What they say can be embarrassing, it can destroy their reputation, and it can have a negative impact on their company.

Spiced with humor and real life examples of those who have done well and those who have blown it, Gerard Braud gives you the secrets you need to tell an honest and compelling story every time you talk with the media.

With more than three decades of experience as a member of the media and as a spokesman, Gerard will share his proprietary system that eliminates spin and helps you deliver a perfect message every time.

SOCIAL MEDIA: WHEN "IT" HITS THE FAN

Is Social Media a necessity, a luxury or a misguided bad idea?

In this program you will:

- Discover the surprising, clear and present danger of Social Media
- Understand when Social Media is a right fit and when it is a wrong fit
- Delve into what Leaders do and don't know about Social Media

As a communications tool, do you need it or would you be better off without it? In this program we explore the generational and user gap between those who adore this new wave of communications technology and those who consider it a trivial waste of time. Gerard Braud shares his harsh, surprising, controversial and eye opening take on Social Media. He'll share case studies of those who use Social Media, the benefits of befuddlement associated with it, and the clear and present danger it adds when "it" hits the fan.

You'll leave this presentation with a new perspective on Social Media and you'll be immediately poised to take action your first day back in the office.



Gerard Braud is an international coach, trainer, author and speaker. Leaders on five continents share one common rule: Don't talk to the media until you talk to Gerard Braud.

Known as the guy to call when "it" hits the fan, Gerard Braud (Jared Bro) is an expert in media issues and crisis communications. He is the author of *Don't Talk to the Media Until...29 Secrets You Need to Know Before You Open Your Mouth to a Reporter*. Gerard has been active in the field of communications since 1979. For 15 years he worked in print, radio and television as a front line journalist. His affiliate reports have been seen around the world on NBC, CBS, CNN and the BBC.