

# Public Relations & Customer Service

This workshop is designed to assist in the development, implementation, and review of a public relations and customer service program. The workshop gives examples of how to be successful, what to avoid, and how to be responsive to the customer. Through the introduction of these various topics, tips and guidelines on application, plus a blend of humor and some good participation, everyone will be reminded of the need for good public relations and customer service. Topics to be discussed are: what are public relations and why is it necessary, public relation objective, constant public relations, develop a plan, targeting and reaching your audience, implement the plan, newspapers, press releases, speaking engagements, results of public relations and customer service objectives.

Instructor: David Wallis, GISP, CMS, Team Consulting, LLC  
Date: Thursday, July 25  
Location: North Star Conference Room (The Riverside Hotel)  
Hours: 7 hours

**Note: This workshop will require a minimum of 10 students.**

