



Ocala Chapter

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Kevin Christian, Communications Director

Phone: 352.671.7555 Fax: 352.671.7735

Email: Kevin.Christian@marion.k12.fl.us

FPRA-OCALA TO SPONSOR NON-PROFIT SEMINAR: *BUILDING YOUR COMMUNICATION PLAN*

OCALA, FL – Local non-profit agencies and organizations wanting to take their communication plan from GOOD to GREAT will highly benefit from a seminar presented by the Ocala Chapter of the Florida Public Relations Association. The seminar, *“Building Your Communication Plan for Non-Profits,”* takes place Wednesday, January 25, 9AM-Noon at the Ocala/Marion County Chamber of Commerce (310 SE 3rd St. in Ocala). Sessions include:

- *“Researching Best Practices”* – learn what’s already proven successful and how to adapt those steps into your own plan;
- *“Identifying Target Audiences”* – discover your stakeholders, even those you’ve never considered;
- *“Building Effective Strategies and Tactics”* – go from concept to reality to get detailed, street-level results;
- *“Free and Easy: Social Media Tips and Tricks”* – uncover how the social networking world comes to the rescue for free; and

- “*Gauging Return on Communication*” – reveal if your communication’s working and if it’s worth your effort.

All local nonprofit organizations are invited to attend. The non-profit rate is \$35 per person, and seating is limited. Each paid participant receives a CD copy of the latest *Media Directory* published by FPRA-Ocala.

For more information and to RSVP visit www.fpraocala.org and click the “Events” tab.

FPRA is dedicated to developing public relations practitioners, who, through ethical and standardized practices, enhance the public relations profession in Florida. FPRA is comprised of 15 professional and 10 student chapters throughout the state, providing professional development, networking and professional recognition opportunities.

The Ocala FPRA Chapter, www.fpraocala.org, was established in 1980. Members and guests meet the third Friday of each month at 11:30 a.m. at the Ocala Hilton.

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