



# Philadelphia Public Relations Association

## Bus Trip – Tuesday, June 16, 2009

### Black Rock Here We Come!

*PPRA to Visit CBS Broadcast Center in New York  
A "Digital" Conversation is Also on the Agenda*

- Date:** Tuesday, June 16, 2009
- Schedule:** Depart from the Bellevue at 10:30 a.m.  
Return to the Bellevue at 10:00 p.m.
- Cost:** \$100 per person

#### AGENDA

**Lunch:** Dine at one of Manhattan’s culinary hot spots.

**Peppercom Visit:** With offices in New York, London and San Francisco, Peppercom is *PRWeek’s* 2009 “Agency to Watch.” The firm’s robust digital public relations practice, PepperDigital brings to bear the agency's expertise in understanding the overall business of a client’s business and how it translates in the new world of digital communications. Through digital tools such as blogs, podcasts, microsites and sentiment monitoring, companies are now able to extend and enhance their communications programs through two-way communication with internal and external audiences. Whether it's enhancing brand reputation, building employee support or responding to customers' concerns, PepperDigital helps companies harness the power of digital communications alongside their traditional programs. Using real examples from the firm’s current practice, Peppercom’s Sam Ford, Director of Customer Insights and Ted Birkhahn, Managing Director will shed light on what’s happening in the social media landscape of today and how social media allows us to interact daily, both proactively and reactively, with important audiences.

**CBS Broadcast Center:** PPRA is invited to a behind-the-scenes tour of the CBS Broadcast Center thanks to our own Hall of Famer, Joanne Calabria, who is Vice President of Public Affairs for CBS 3. We will arrive at CBS at 5:30 pm for a private tour. PPRA is also invited to observe the CBS Evening News being produced. Once the news wraps up, we will head to a NYC restaurant for drinks and hors d’oeuvres before heading back to Philadelphia.

#### **REGISTRATION FORM New York City Bus Trip June 16, 2009**

**Please return to:  
Denise Downing**

PPRA Office  
P.O. Box 579  
Moorestown, NJ  
08057  
(P) 215-557-9865  
(F) 856-727-9504

Name: \_\_\_\_\_  
Company: \_\_\_\_\_  
Address: \_\_\_\_\_  
Email: \_\_\_\_\_ Phone: \_\_\_\_\_

Registration Fee: \$100 per person

I will pay with a check (*payable to PPRA*)  I will pay with a credit card    VISA    MC    AMEX

Name as it appears on card: \_\_\_\_\_ Amount: \_\_\_\_\_

Credit Card Number: \_\_\_\_\_ Exp. Date: \_\_\_\_\_ CCID: \_\_\_\_\_

Credit Card Billing Address: \_\_\_\_\_

Special Dietary or Accessibility Needs: \_\_\_\_\_