



**March 23 - 25**  
**Memphis, Tenn.**  
**DoubleTree Hotel**

## **Public Relations 101-404** **PLUS** **The Making and Management** **of a Legend**

**J**oin the Agricultural Relations Council as it goes to Memphis March 23-25 for Public Relations 101-404 with a full day and a half of professional education programming, **PLUS** the Making and Management of a Legend.

This ARC Program is open to Any and ALL Public Relations Practitioners, no matter the sector of industry.

**Thursday, March 23** -- Start out the program with a **Private Catered Reception at Graceland** .....home of The King. *This includes tours of Elvis' private aircraft, his automobile museum and Graceland Mansion.*

It will be a **GREAT OPPORTUNITY** to see the personal home of one of the greatest celebrities of the 20th Century as well as meet and mingle with your public relations colleagues.



**Friday, March 24** -- Put on Your Thinking Caps for **Public Relations 101-404**.



This will be a full day of professional education that will fit the information needs ranging from the beginning public relations practitioner to the seasoned veteran. This program will be led by John R. Luecke, APR, Lecturing Consultant at the University of Wisconsin, Whitewater, and head of the Continuing Education Program for the Southeast Wisconsin PRSA Chapter.

His program will cover the following:

- **Public Relations Planning-- The research that precedes the plan**
- **Setting the Goals, Objectives, Strategies, Messages and Tactics**
- **Program Evaluation -- How do you know when you've moved the needle?**

John will use two PRSA Silver Anvil winners as his basic examples. This will be an all-day, **hands-on** professional improvement program and participants will have the opportunity to write their program objectives and then critique their own work.

# Saturday, March 25 -- **Managing the Presley Legacy** -- A special presentation by Kevin Kern, Media Coordinator with Elvis Presley Enterprises.

Elvis Presley and Graceland are registered trademarks of Elvis Presley Enterprises, Inc.



Following a short business meeting, the program will adjourn with a noon luncheon.

## Program

### Thursday, March 23

5:00 p.m. Registration at DoubleTree  
6:00 p.m. Depart DoubleTree Lobby for Graceland  
6:30 p.m. -  
9:00 p.m. Graceland Reception  
9:00 Depart Graceland for DoubleTree

### Friday, March 24

8:00 a.m. Continental Breakfast  
9:00 a.m. Public Relations 101-404  
10:30 a.m. Break  
Noon Luncheon  
1:00 p.m. Public Relations 101-404 Continues  
3:00 p.m. Break  
5:00 p.m. Program Concludes  
Evening dinner on your own

### Saturday, March 25

8:00 a.m. Continental Breakfast  
9:00 a.m. Managing the Presley Legacy  
10:00 a.m. Break  
10:30 a.m. Business meeting  
11:30 a.m. Luncheon

## Hotel Information

DoubleTree Hotel, Memphis  
Downtown  
185 Union Ave.  
Memphis, TN 38130

Voice: 901-528-1800  
Fax: 901-525-8509

**Rate: \$129 King Sleeping Room**  
(Mention ARC when making reservations)

**Hotel cut-off date for making reservations is February 21.**  
Reservation requests received after that date will be accepted on a space-available bases at pre-vailing rates.

## To Register:

Fill out the registration form and mail, fax or phone it in to the ARC office. Note that the early registration deadline is March 3.

*Please copy form for multiple registrations*

Name \_\_\_\_\_ Title \_\_\_\_\_ Company \_\_\_\_\_  
Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_ ZIP \_\_\_\_\_  
Phone \_\_\_\_\_ Fax \_\_\_\_\_ E-Mail \_\_\_\_\_  
First Name for Badge \_\_\_\_\_ Spouse's name (if registering) \_\_\_\_\_

Circle Fees that Apply	Before March 3	After March 3	Payment Method
ARC Member	\$300	\$350	[ ] Check [ ] MasterCard [ ] VISA
Non-Member	\$350	\$400	

[ ] Please check if you have special ADA requirements

Card # \_\_\_\_\_  
Expiration Date \_\_\_\_\_  
3-Digit Security Number \_\_\_\_\_  
Signature \_\_\_\_\_

Payment due upon registration. Fax and phone registrations for credit card only. Send your completed form to:

## Agricultural Relations Council

62768 North Star Dr., Montrose, CO 81401 • Phone: 970-249-1465 • Fax: 970-249-4385