

Business Announcement

For Release

August 19, 2010

The **Northeast Wisconsin Chapter of Public Relations Society of America (PRSA – Northeast Wisconsin Chapter)** will hold a special event: **10th Anniversary Annual Meeting featuring PR Celebrity Peter Shankman** open for all communication professionals on **Tuesday, October 26, 2010 2:30 p.m. at Brett Favre Steakhouse, Green Bay, WI.**

Shankman's 90-minute speech will focus on how companies, agencies and others can use social media to generate revenue.

Shankman is a former journalist, turned public relations professional, turned entrepreneur who is recognized worldwide for his new ways of thinking about social media, public relations, marketing, advertising, creativity and customer service. He is most well-known for founding [Help A Reporter Out \(HARO\)](#), which connects thousands of journalists to sources around the world looking to be quoted in the media. According to his website, HARO is currently the largest free source repository in the world, sending out over 1,200 queries from worldwide media each week. HARO's tagline, "Everyone is an Expert at Something," proves over and over again to be true, as thousands of new members join at [helpareporter.com](#) each week. The site currently connects 102,829 active sources with 29,478 journalists.

Shankman is also the founder of [The Geek Factory](#), a boutique Marketing and PR Strategy firm located in New York City. Peter is the author of ["Can We Do That? Outrageous PR Stunts That Work -- and Why Your Company Needs Them"](#) (Wiley and Sons 2006) and a keynote speaker at events worldwide including [The Affiliate Summit](#), [South By Southwest](#), [The Public Relations Society of America](#), [The International Association of Business Communicators](#), [Mobile Marketing Asia](#), and the [Direct Marketing Association](#). He was also named one of PR Week Magazine's "30 under 30 to Watch".

Shankman Presentation: 2:30 p.m.; Q&A 4:30 p.m.; Networking 4:30 p.m.; Dinner, 10th Anniversary Celebration and 1st Annual Premier Awards 5:30 p.m.

Fee and registration information is available at the [PRSA-Northeast Wisconsin website!](#)

The first annual PRSA Northeast Wisconsin Premier Awards will recognize the exceptional practice of public relations by professionals throughout Northeast Wisconsin. For more information or to submit an entry, visit: www.prsanewis.org/awards.php.



ADVANCING THE PROFESSION
AND THE PROFESSIONAL.

For more information about this event or how to become a PRSA member, click on the web site:
www.prsanewis.org.

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Northeast Wisconsin Chapter of PRSA is one of 116 PRSA chapters nationwide with nearly 20,000 members, making PRSA the world's largest organization for public relations professionals. The PRSA-Northeast Wisconsin Chapter is dedicated to advancing, strengthening and unifying the profession of public relations. For more information about PRSA Northeast Wisconsin chapter, visit the web site www.prsanewis.org.

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