



Northeast Wisconsin Chapter

PR Celebrity Peter Shankman to speak in Green Bay

Special event in October to allow local PR, marketing, social media professionals and entrepreneurs to learn from and network with PR celebrity, Peter Shankman

GREEN BAY/APPLETON, Wis. (May, 26, 2010) - The Public Relations Society of America (PRSA) Northeast Wisconsin Chapter announced today that it will host an event featuring public relations and social media expert, Peter Shankman, on Tuesday, October 26 at 2:30 p.m. at Brett Favre Steakhouse in Green Bay, Wis.

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

Agenda:

- 2:30 p.m. - Peter Shankman's presentation
- 4:00 p.m. - Question and answer session
- 4:30 p.m. - Networking
- 5:30 p.m. - Dinner

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".

Peter Shankman can be found at shankman.com or on Twitter at [@skydiver](https://twitter.com/skydiver).

Due to the shared interest in Shankman's presentation, local social media group, New North Social Media Breakfast, has joined with PRSA-Northeast Wisconsin and is promoting this event as their October meeting.

More details, including pricing and how to register, will soon be available on the [PRSA-Northeast Wisconsin website](#).

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About Public Relations Society of America Northeast Wisconsin Chapter

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 [website](#).