



PRSA Chicago presents: "Implementing Media Measurement and Analytics."

We all know how much work goes into media relations, but how can we showcase our efforts in the most impactful way?

March's luncheon will feature a lineup of media gurus who will shed some light on how PR practitioners can best measure media success, utilize available analysis tools and share tips on how to create a successful media campaign in today's environment.

**When**

Tuesday, March 16, 2010 11:30 AM - 1:30 PM  
Central Time Zone

**Where**

Maggianno's Little Italy  
516 North Clark Street, Chicago, IL

**Attire**

Business Attire

**FEE**

**Event Registration**

Member \$37.00

NonMember \$45.00

Student \$37.00

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