



Silicon Valley Technical Institute

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RESULT-ORIENTED PUBLICITY

Aug. 11, 2006

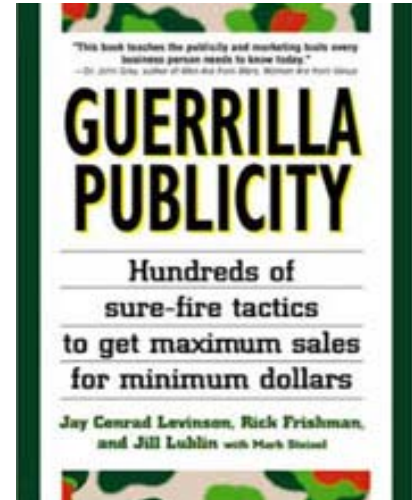
9am-4pm

Best-selling author of *Guerrilla Publicity* and the most recent best seller, *Networking Magic*, offers a powerful, street-smart, results-oriented, intensive, one day seminar on how to capitalize on media opportunities and get the word out about your company, products, books, programs and services! Make Jill Lublin's Crash Course on Publicity the turning point in your success. Here is your opportunity to learn from a master with special expertise on becoming a media magnet.

During this seminar attendees will learn:

- *How to craft their message so that the public and press will embrace it*
- *How to become media savvy*
- *How to write an effective press release*
- *How to present themselves for results*
- *How to strategically plan a publicity campaign*
- *How to follow up using Jill's sure fire techniques*
- *Insider secrets for what the media loves and hates*
- *How to set themselves apart from the competition*
- *7 guerrilla tactics for mastering any interview with magazines, newspapers, or TV*
- *How to create a word of mouth buzz*
- *How to quickly respond to breaking news and trends in your industry*

Additionally attendees will have the opportunity to run their pitches past Jill in a live interactive radio show exercise called Jill and Friends. This is your chance to receive immediate feedback from the pro.



About the Instructor:

Jill Lublin is the author of two national best selling books, *Guerrilla Publicity* (which is considered the PR bible and is used in university marketing courses) and *Networking Magic* (which went to #1 at Barnes and Noble). She is a renowned strategist and international speaker.



Schedule

Aug. 11, 2006

Check-in: 8:30 am –9:00 am

Lecture: 9:00 am - 4.00 pm

Lunch: noon-1:00 pm

Tuition

Fee for the seminar is **\$595**. Advance registration fee is **\$395** if registered and paid by **Aug. 1**. Group discount is available for groups of 3 or larger. The registration fee includes:

- One day of instruction
- Seminar notes
- Certificate

Lunch and refreshments are served at no extra cost

Location

1762 Technology Drive, Suite 227, San Jose, CA

Seating is limited. Please register in advance.
Register on line at <http://www.svtii.com> or
Call: 408-573-0100