



SLA

Connecting People and Information

Michigan Chapter SLA



WHAT: Perception is Reality: Creating your Elevator Talk and Nine Other Practical Marketing Ideas to Promote Your Information Function

Barbara Burton, Manager, Knowledge & Learning Programs for Factiva, will be presenting a lively and interactive session on creating your personal public relations message. Learn the power of using your Elevator Talk, plus nine other practical marketing ideas to help promote you and your information function.

WHO: Barbara Burton, Manager, Knowledge & Learning Programs, Factiva

WHEN: Wednesday, September 22, 2004

6:00 PM Registrations and Refreshments

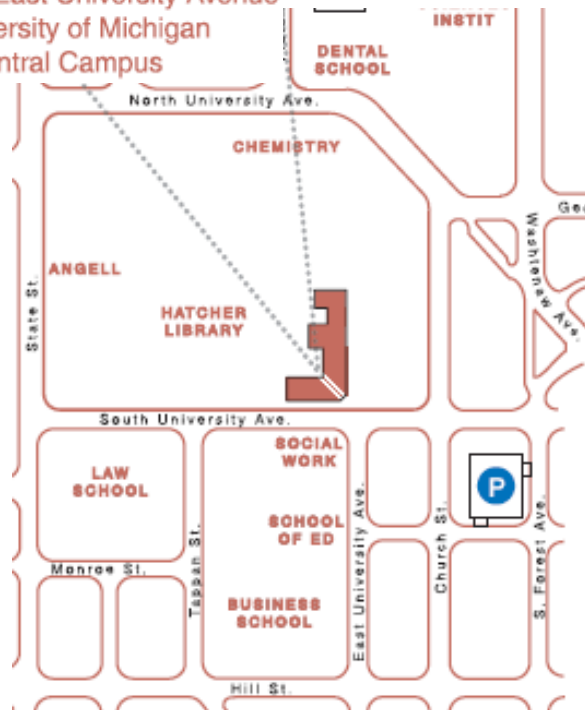
6:30 PM Program Begins

WHERE: 304 West Hall, School of Information, University of Michigan, Ann Arbor, MI

The School of Information is located in West Hall at 550 East University Avenue.

Parking is free to the public in the "Permit Only" structure on Hill Street near the Business School after 5:00 PM, and after 6:00 PM in the "Permit Only" structure on Church Street. Off-street parking is also available and is free after 6:00 PM.

West Hall (3rd & 4th floors)
550 East University Avenue
University of Michigan
Central Campus



Please send your registration to: Charlene Stachnik, 8945 Arkona Rd., Clinton, MI 49236

Questions? Call 734-764-0467 or email: sta@umich.edu.

Name: _____ \$15 SLA Member

Affiliation: _____ \$10 Student

Phone: _____ Email: _____ \$20 Guest

Please check if this will be your first SLA chapter meeting: _____

Please make checks payable to "Michigan Chapter, SLA," Registrations due on or before Friday, September 17, 2004