

Communicating During Tough Times - How to Make Sure Your Deodorant Doesn't Start Working

In a bold move, the Michigan Chamber of Commerce is the first chamber in the United States to launch a series of communication seminars for businesses specifically designed to communicate news to internal and external audiences during these tough economic times.

The goal of the 2-1/2 hour seminar, which will take place in Novi, Lansing and Grand Rapids will provide Michigan businesses with proven practical strategies and tactics to help them communicate good news and, if needed, bad news.

Today with the media microscope looking down at each business action, trying to get your companies good news above the fold is next to impossible. Should a business need to announce bad news they can do it properly without adding legs to the story.

Rick Kamel, President of PRBYTHEMINUTE.com said, "I have been receiving phone calls from Michigan companies who have good news to share but the media decision-makers are not picking up the story pitches and if they are, the good news stories are getting buried in the back of the newspapers or during the last segment of the newscasts before the weather recap. Also, on the other side of the coin, many companies are calling me asking advice on how they can prepare should they need to disseminate bad news to the media such as layoffs, delays in construction plans or hiring freezes."

Kamel, longtime public relations practitioner, is teaming up with the Michigan Chamber to conduct the first ever three-city communication road show to help Michigan businesses prepare for the distribution of bad news or the dissemination of good news.

When and Where:

- Thursday, February 5, 2009, 9:00 a.m. to 11:30 a.m. -- Walsh College, 41500 Gardenbrook Road, Novi
- Thursday, February 5, 2009, 1:30 p.m. to 4:00 p.m. -- Michigan Chamber, 600 S. Walnut Street, Lansing
- Friday, February 6, 9:00 a.m. to 11:30 -- WMU Beltline Campus, 2333 E. Beltline Ave SE, Grand Rapids

Who: Michigan Chamber presents Rick Kamel, President of PRBYTHEMINUTE.com

Cost: \$95. (\$75 for Michigan Chamber members.)

To register or get more details on the seminar, please visit <http://mcs2.michamber.com/semevent/seminars.asp> .

Aimee L. Bahs, CAE, Director, Marketing & Events, for the Michigan Chamber said, "The Michigan Chamber is proud to be the first chamber in the country to conduct a series of communication workshops that we believe will support Michigan business communication efforts. These very affordable workshops will provide Michigan businesses with positive, proactive communication and reactive messaging strategies and tactics that Michigan businesses can use as economic developments unfold here in the state."

Rick Kamel, in cooperation with the Michigan Chamber of Commerce, has worked on many seminar and leadership conferences over the past two decades.

What They Will Learn:

- Strategies for identifying and prioritizing your internal and external audiences
- Communication timing strategies that maximize the good news and minimize the bad news
- Using new media to communicate good or bad news
- The three basic food groups of the news media
- The four elements of a news story
- How to pitch positive news to your industry trades, business and mass

media

- Tried-and-true formulas for how to construct statements
- Clear and concise words and phrases
- Specific words to use and to avoid
- How to stay in control during a Q & A session with employees or the news media
- Being prepared to disseminate bad news in case of an emergency

First Call Analyst:

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SOURCE: Michigan Chamber of Commerce

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Web site: <http://www.michamber.com/>

<http://mcs2.michamber.com/semevent/seminars.asp>

<http://www.prbytheminute.com/>

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