

Michigan Chamber Services to Launch Innovative Best Practices Seminar Series© in September 2002

Superior Media Relations to be the focus of first seminar

This fall, Michigan Chamber Services, Inc., will launch a new model to its already popular business seminars -- the Best Practices Seminar Series©.

"The Best Practices Seminar Series© is a totally new model for the Michigan Chamber," said Susan Combs, Director of Education Services for Michigan Chamber Services, Inc. "This seminar series works with attendees over an extended period with workshops, conference calls, homework assignments, pop quizzes and more. The instructor and attendees set individual goals, before the first workshop, and then set out to achieve those goals by the end of the four-month program."

"This new type of seminar combines the successful proven elements of an experienced teacher -- focused goals, interactive workshops and long-term mentoring -- that will help working professionals from companies and non- profits to develop a best practices approach," Combs added.

The first Best Practices Seminar Series© will begin this September and run through December 2002. The topic: Superior Media Relations. This four- part seminar series, designed specifically for public relations, advertising and marketing professionals, will be conducted by Rick Kamel, a 30-year veteran of broadcast news, public relations and advertising. Since 1983, Kamel has conducted almost 2,000 public relations workshops and seminars.

"My primary goals are to guide attendees to new levels of performance, provide them with practical solutions, and help them accomplish specific objectives that will achieve measurable results for their public relations or advertising department or agency," said Kamel, Principal at RK Public Relations, LLP, in Chicago. "The individual lesson plans will challenge each attendee, whether they are a seasoned professional or a communications rookie."

Because of the proprietary nature of information discussed, no directly competing companies or nonprofits will be able to attend the same Superior Media Relations seminar series. In addition, because each attendee is provided individualized study plans and homework assignments, enrollment is limited. Cost of the four-part seminar is \$2,995 per person.

To register for the Superior Media Relations seminar series, or for more information, call 1-800-748-0266 or visit the Michigan Chamber's web site at <http://www.michamber.com/>.

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