



## 2012 Western District Conference – Denver – March 12-13!

### Wait, wait, don't tell me...

The 2012 conference will offer an extraordinary chance to tap your inner talents and rise above as you learn to “Champion Creativity” and take your communications programs to an all new altitude – 5280 feet, to be exact.

There's a top [keynote line up](#) you won't want to miss –

#### **Carl Kasell, NPR – *Getting Creative with the News: Using Humor to Illuminate Truth***

*You're sure to enjoy this evening with one of radio's most revered broadcasters. You can add to this special evening with dinner at Limelight prior to Carl's talk.*

**Dan Schnur, Jesse M. Unruh Institute of Politics, USC –**

#### ***The 2012 Campaign: An Overview for PR Professionals***

*Like a good campaign, we'll have a strong kickoff with a lively opening lunch keynote that delves into the finer points of campaign communications and how to leverage election activities for your company.*

**Rob Biesenbach, PR Pro, Author and Actor – *Act Like You Mean Business***

*We'll end on an energetic note with Rob's refined talents and key tips for leveraging communication skills in the business world.*

Toss in [breakout sessions](#) on:

- crisis communications
- marketing
- leadership
- branding
- government
- personal growth

The result is a program designed to boost your communications skills a Mile High. Even if you're not headed to the Olympics or throwing your hat in for a political office, the 2012 Western District Conference will surely enhance your competitive communications skills. We guarantee you'll go home a winner!

To top it off, you'll enjoy world-class cuisine from Kevin Taylor and experience the more intimate nooks and crannies of the Denver Center for the Performing Arts, a venue made for creative learning. Then it's off to one of Denver's prime boutique hotels, Hotel Teatro, where you can sleep sweetly and dream of all you learned.

**NOW is the time to get the “Early Birds, Not Angry Birds” rate of \$195.**

**Register by February 10<sup>th</sup> to save \$55 and ensure a spot!**

Registration is available at the Conference website: [www.prsacolorado.org/2012westerndistrict](http://www.prsacolorado.org/2012westerndistrict).



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