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**Canadian Association of Movers'
Conference-Call Seminar**

***PUBLIC RELATIONS:
BAD NEWS SPREADS FASTER THAN EVER BEFORE!***

Presenter: David Eisenstadt, The Communications Group Inc.

For a mover, every move presents the company with full business risk.

In a world of social media and a consumer-oriented press, a small incident can become a reputation-threatening event.

In this interactive session, David Eisenstadt (Fellow, Public Relations Society of America • Fellow, Canadian Public Relations Society • Partner, The Communications Group) will share his experiences in helping companies communicate with their marketplaces and discuss the basic principles of effective public relations.

*The
Communications
Group
Inc.*



Join us for what promises to be an exciting and informative interactive session.

This is information you need to know!

You may send your questions in advance to members@movers.net.

2:00 to 3:00 pm (Eastern time), Thursday, March 3, 2011

Register me for CAM's PUBLIC RELATIONS seminar.

CAM Members \$25.00

Non-members \$30.00

Prices include GST

We will email your presentation information package (PDF format) and access information two days before the conference call.

Name: _____ Your email: _____

Company: _____

City: _____ Province: _____ Phone: _____

Visa or MasterCard only • Card Number: _____ Expiry: _____

Cardholder name: _____ Signature: _____

Registration entitles you to access from one telephone line only.

*To register, please reply with the above information completed
by phone: 905-848-6579 or 1-866-860-0065 or by fax: 905-848-8499 or 1-866-601-8499*