

May 17 Luncheon

Word of Mouth Marketing- What's All The Buzz About?

Viral Marketing, Buzz, Consumer Generated Media, Blogging, Podcasting, Social Networking, Guerilla Marketing, Pass-a-Long, Non Traditional Media, Unpaid Media... the world of marketing is transforming right before your eyes and ears as customers take control of content and delivery. This session will cover the basics of WOM Marketing and give you practical steps and tools to assure that you are WOM ready. We'll also look at examples of good and bad WOM campaigns and how strategies can be developed for each of your customer segments.

[Register now!](#)

PRIME Awards 2007

PRSA believes that you and your work deserve to be celebrated. Join us at the 2007 PRIME Awards on April 26 for the unique opportunity to recognize your work and the work of your colleagues, and to network with other PR professionals.

[RSVP today!](#)

PRSA Institute

Event Recap

Professional communicators in Central Iowa received a "Booster Shot" in public relations on April 3 at the Chapter's Annual Institute – a one day professional development session.

[Read more](#)

March Luncheon Recap

Don't Wait to Take Advantage of Today's Opportunities

Tad Whitten, president of Motor Sports Management, spoke at the March meeting and gave everyone a challenge - live life to the fullest each day, and never stop dreaming. To illustrate his point, Whitten described in great detail his company's experience with the biofuels industry.

[Learn more](#)