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FPRA Treasure Coast Chapter
P.O. BOX 2678, Stuart, FL.
34995
www.fpratransurecoast.com

*The Florida Public Relations
Association is dedicated to
developing public relations
practitioners who, through
ethical and standardized
practices enhance the public
relations profession in Florida.*

Find us on:



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For more information contact: Erick Gill, (772) 462-1791 or gille@stlucieco.org

FPRA TREASURE COAST CHAPTER'S NOVEMBER MEETING FOCUSES ON CREATING A WINNING GRASSROOTS CAMPAIGN

PORT ST. LUCIE – The Treasure Coast Chapter of the Florida Public Relations Association (FPRA) will hold its next meeting on Wednesday, Nov. 17 at 11:30 a.m. at the Indian River State College's Schreiber Conference Center in St. Lucie West, featuring Stacy Ranieri, the founder and president of The Firefly Group, a public relations and marketing firm based in Palm City

Ranieri will discuss "Creating a Winning Grassroots Campaign." Whether the goal is to raise awareness of an issue, bring visibility and support to a nonprofit or change public policies - communications, outreach and advocacy building is essential for success. But educating and engaging the public is an art that starts by establishing trust and building mutual respect. What are the essentials for the public relations professional to build community advocacy, create enduring partnerships and successful programs? And what are the pitfalls that should be avoided? Ranieri will discuss what works, what doesn't and the role of the public relations practitioner in successful information, education and advocacy programs. Ranieri's experiences in the trenches will provide a firsthand look at what is needed to achieve lasting results for your client, non-profit organization, business or government agency

The FPRA Treasure Coast Chapter invites all interested public relations and marketing practitioners to attend the Nov. 17 meeting. The cost is \$15 for FPRA members and \$20 for non-members and includes lunch. Lunch is sponsored in part by Panera Bread. Reservations may be made online at <http://www.fpratransurecoast.com/>

Indian River State College's Schreiber Conference Center is located at 500 N.W. California Blvd., Port St. Lucie.

Founded in 1984, the Treasure Coast Chapter of Florida Public Relations Association (FPRA) serves the needs of public relations professionals in Martin, St. Lucie and Indian River counties with the goal to advance the profession of public relations, promote high professional and ethical standards and build the reputation of the profession on the Treasure Coast. For more information visit: <http://www.fpratransurecoast.com/>.