



Presents

Power Networking Hour

Thursday Speaker Series

Each month the *Power Networking Hour* invites outstanding business and community leaders to speak at our Thursday Speaker Series. We invite you to attend.

October Speaker:

Jeff Crilley

Emmy Award Winning Reporter and Author of *Free Publicity*

Topic:

MARKETING WITHOUT MONEY

All of us would like to take our PR game to the next level. And who better to help us do that than a media insider? Emmy Award winning TV reporter Jeff Crilley will share the secrets to getting good news stories that even many seasoned PR pros don't know.

Jeff believes in combining learning with laughter. His charismatic speaking style lends itself perfectly to this fun, interactive, information-packed talk. Takeaways include:

- How to come up with stories the media will love
- The best and worst times for news coverage
- How to keep your press releases from getting thrown away
- How to become the "expert" in your field the media will call for a quote
- How to keep reporters coming back for more

Where:

Greater East Dallas Chamber of Commerce

"Power Networking Hour" Lunch, held weekly

Highland Park Cafeteria (SE Corner of Buckner and Garland Rd)

1200 North Buckner Blvd. # 300, Dallas, TX 75218, 214-324-5000

When:

Thursday, October 29th from 12:00 Noon to 1 p.m.

(We strongly suggested that you arrive no later than 11:45 a.m.)

There will be a Prize Drawing at the close of the presentation.

Please RSVP by WEDNESDAY OCTOBER 28TH, to the Greater East Dallas Chamber of Commerce, at 214-328-4100

Jeff Crilley retired from TV news after 25 years in the business. During his career he made hundreds of national news appearances including CNN, CNN Headline News, FOX News, The Discovery Channel, Good Morning America and The CBS Early Show.

He has been recognized by his peers with dozens of national and regional awards including an Emmy, the National Headliners Award, the Edward R. Murrow Award, the Thurgood Marshall Award and in 2004 was named by the Texas Associated Press, ***The Best TV Reporter in the State.***