

Date: December 6, 2011
Location: Baruch College – School of Public Affairs, 55 Lexington Avenue, 14th Floor, room 266
Time: 6:00pm – 7:00pm

Complimentary Professional Development Program for NIRI Members Only

Your CEO has many constituencies and carefully crafting your company's message to shareholders, employees and customers is essential to how your company is perceived. As the primary conduit to these important audiences, the media can help or hinder your outreach.

This professional development event will help you shape, and effectively execute your C-suite communications strategy.

Join our speaker, Virgil Scudder, a leader in media training, and author of the forthcoming book **"Communicating: An Insider's Tips from the C-Suite"** to be published in 2012 by Wiley, to learn:

- Keys to successful interviews
- Types of interviews a CEO or CFO should agree to, how many, and under what circumstances
- Turning one appearance by a C-suite executive into a major media success
- Making selective speeches add to the bottom line
- Positioning your corporate leaders
- Deciding when to take your CEO public in a crisis

Members only please RSVP to cleanlists@mindspring.com
Learn more about Virgil Scudder & Associates at http://www.virgilscudder.com/about.html