

Seminars & Training

Sabrina S. McLaughlin, APR

MARKETING FOR SMALL BUSINESS:

"Confessions of Someone Who Colors Outside of the Lines"

This seminar discusses the theory and application of creativity. It can be especially helpful if you work with a lot of other people who are not creative. It is based on several books and lecturers that really changed the way I thought about the subject of creativity. I provide a variety of exercises on unleashing your creative ability with wild childlike abandon.

"Marketing on a Shoestring"

This is a really great seminar for small businesses and can be an excellent partnership with a local Chamber. However, this can also be done as a one-on-one training session. I explain tips & tricks for getting around the small business owner's "non-existent" marketing budget. I review media-buying, basic elements of a production, how to work effectively with an agency and selecting the right outlets for your industry.

PUBLIC RELATIONS:

"PR Meet Advertising; Advertising Meet PR"

In world where relationships are the fundamental principle of any marketing strategy, public relations and advertising must find a way to coexist and be mutually beneficial. This presentation examines the ideology discussed in "The Fall of Advertising and the Rise of PR" as well as the experiences of presenter. The discussion will illustrate, through both local and national examples, the benefits of building relationships with your audiences through public relations and then furthering that impact with advertising.

"Everything I Know About PR I Learned In Kindergarten"

This seminar examines the 4-Step PR process and why each step, particularly research, is so vital to a successful public relations program. I look primarily at the steps that should be taken in putting together a functional PR program and how sometimes it's the small things that make the biggest impact. This seminar can be done either in a large group or as one-on-one training.

"The Accreditation Advantage: You, APR"

This seminar was put together by the Universal Accreditation Board and illustrates the many advantages of earning your APR designation. In addition, I provide a comprehensive handout that reviews the different aspects of the testing process.

"Use R.O.P.E. To Climb to the Top"

This workshop is designed to dissect the 4-Step Public Relations process commonly referred to as R.O.P.E. (Research, Objectives, Programming and Evaluation). Together we define public relations, the process and various examples that practitioners in both small and large markets can utilize.

"The Polarized the American Electorate"

In this seminar I review the Presidential ad & public relations campaigns from the last two decades, discussing the ad placement to the actual execution. This seminar shows why negative campaigns won't help you win favor in the court of public opinion.



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For more seminars and workshops check out page 2!***

More Seminars & Training

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PUBLIC SPEAKING:

"You Make My Knees Weak"

This seminar is a comical look at how to overcome stage fright and give an effective presentation no matter how large or small your audience may be. This is incredibly interactive and requires some communication and prepping with the audience before-hand.

PRESENTATIONS:

"Designing & Delivering Effective PowerPoint® Presentations"

This seminar can be two 30 minute sessions or one 45 minute to 1 hour session. I give design and presentation delivery tips in laymen terms, while showing you how to master certain elements of PowerPoint®. This presentation also includes several handouts and activities for the audience to take back to the office.

LEADERSHIP:

"Overcoming the Left Brain, Right Brain Disconnect"

This seminar is based on my experience as a Right Brained person, working in an office with nothing but Left Brained "accounting-types." It also looks at the differences between men and women in the work place and at home.

"How to Get From Good To Great"

This seminar is based loosely on I want I learned from Jim Collins' best selling book, and his theory of why some organizations can make the leap from just being good to being great. This seminar can work for an organization's board retreat, an educational meeting or it can be delivered as a one-on-one training session.

"Ever Feel Like You Heard Cats?"

This seminar is a comical, yet thought provoking, look at how to efficiently manage a non-profit or for-profit board of directors. I concentrate on practical tips on how to effectively manage committees and projects. This seminar can be delivered in anywhere from 45 minutes to 4 hours. This seminar (integrated with specifics on running your organization) is perfect for a Board Retreat.

"Creative Leadership"

This seminar features tips on how to motivate your employees (or board members) through creative leadership strategies. I provide worksheets and situational material that can be used in the board room as well as in everyday life.



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