

PR-Net meeting on sponsorship

At this month's PR-Net meeting in Cape Town, Stewart Banner, former chairman of Octagon, will share tips on how to secure sponsorships and how to leverage editorial exposure for clients, while in Johannesburg, Peter Mann, MD of Meropa Communications, will be discussing the measurements and systems communications professionals use to match the impact of the communications effort and the clients' budget.

Brian Berkman, founder of the PR-Net, will also be sharing his knowledge and presenting the latest technology tools and lessons learned from The Measures and Metrics conference he attended in New York 2005 at the Johannesburg PR Master Class.

The Cape Town meeting will take place on Tuesday, 28 November 2006, 5pm for 5.30pm, at the Shisha Lounge. Fee is R80 per person. The Johannesburg PR Master Class is Wednesday, 29 November from 3pm - 5pm at the Fairlawns Hotel & Spa in Rivonia. The class will be limited to 15 people and the fee is R300 per person.

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