



Small Business Development Center

TEMPLE UNIVERSITY

The Fox School of Business and Management

News Release

FOR IMMEDIATE RELEASE

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Temple Small Business Development Center and Altus Group Workshop Teaches Entrepreneurs Importance of Public Relations For their Small Business Success

Interactive Seminar Gives Overview of Public Relations and Media Training for
Entrepreneurs

PHILADELPHIA, June 20- Entrepreneurs are the key to their own success, and how they generate publicity determines the growth and success of their company. “Public Relations for Entrepreneurs” will demonstrate to small organizations and individuals the fundamental impact effective public relations will have on their marketing.

Through an interactive overview of the practice of public relations, participants will discover key public relations concepts and techniques, and will become trained in the basics of working with the media through a media-training workshop.

If you are a service provider, small-business owner, an employee, or a sole proprietor seeking to learn how to increase visibility, deliver messages that sell, how to work effectively and more, do not miss out on this program.

(more)

Public Relations For Entrepreneurs
Page Two

“Public Relations for Entrepreneurs” seminar will be held on Monday, July 14, 2008 from 6:00pm- 8:00pm at 1515 Market Street, Philadelphia, Pa, 19103. To register please contact the Temple Small Business Development Center Training Department at 215-204-3856 or email sbtrain@temple.edu. The fee for this seminar is \$20.

The Temple University Small Business Development Center (SBDC) is part of a network of university and college centers providing a wide range of services to small businesses. Established in 1983, the Temple SBDC is part of the Temple University Fox School of Business and Management, ranked #1 in “Value for Money” among U.S. public-urban universities and the only U.S. school ranked in the top ten in all global categories by *Financial Times 2006*. For more information, please visit the Temple SBDC website at www.temple.edu/sbdc.

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