



“Finding Your Niche/Expanding Your Horizons”

5th Annual “Build Your Communications Business” Conference
Friday, October 1–Saturday, October 2, 2010
Staybridge Suites-Rochester University

Program highlights (see schedule, next page)

Friday, October 1

- Registration
- Two concurrent sets of 2-hour workshops*
- Optional group dinner

Saturday, October 2

- Registration & Keynote Address
- Two sets of 2-hour workshops (Marketing & Tools tracks)
- Lunch
- Word Summit

Fees:

	<u>Before September 1</u>		<u>September 1–24</u>		<u>After September 24</u>	
	Colleague	Other	Colleague	Other	Colleague	Other
<input type="checkbox"/> Friday program (concurrent workshops, snack break)	\$80	\$90	\$90	\$100	\$100	\$110
<input type="checkbox"/> Saturday – all-day program (continental breakfast, keynote, workshops, lunch, Word Summit, snack break)	\$160	\$180	\$180	\$200	\$200	\$220
<input type="checkbox"/> Saturday — Word Summit only	\$40	\$45	\$45	\$50	\$50	\$55

Total enclosed or sent via PayPal: \$ _____


Colleagues have participated in previous **Communication Central** programs or are members of the communications-related professional associations listed below. One discount per person. Registration for Friday qualifies you for the “colleague” rate on Saturday. To find out if your professional organization qualifies for a discounted “colleague” rate, contact **Communication Central** at info@communication-central.com or **585-248-0318**.

Name _____

Address _____

Phone _____ Fax _____ E-mail _____

- I have attended a past **Communication Central** event or I am a member of:
- | | | | | | |
|--------------------------------------|--|-------------------------------|--------------------------------|-------------------------------|--|
| <input type="checkbox"/> ACES | <input type="checkbox"/> AWC (Communicatns.) | <input type="checkbox"/> IABC | <input type="checkbox"/> NABJ | <input type="checkbox"/> PRSA | <input type="checkbox"/> SPJ |
| <input type="checkbox"/> AIW | <input type="checkbox"/> AWC (Computing) | <input type="checkbox"/> ISPI | <input type="checkbox"/> NAIWE | <input type="checkbox"/> RAMA | <input type="checkbox"/> STC |
| <input type="checkbox"/> ASTD | <input type="checkbox"/> EFA | <input type="checkbox"/> IWOC | <input type="checkbox"/> NAWBO | <input type="checkbox"/> RPCN | <input type="checkbox"/> Writers and Books |
| <input type="checkbox"/> Other _____ | | | | | |

Payment may be made by **check** to Communication Central, 2500 East Avenue, Suite 7K, Rochester, NY 14610. Credit cards accepted via **PayPal**, payable to conference@communication-central.com (if using PayPal, please fax the registration form to 585-248-3638). 

Registration is complete only when payment is received. **Discounts apply only when payment received by dates shown.** Refund policy: Cancellations received by September 1 will receive 60% refund; cancellations received between September 2 and 24 will receive 20% refund; cancellations received after September 24 will receive no refund.

For hotel accommodations, contact the **Staybridge Suites** directly at **585-527-9110** (fax, 585-436-0346) and say you are registering for the **Communication Central** conference. Rates/night: studio, \$109; one-bedroom, \$129; two-bedroom/2-bath, \$189 – all amenable to sharing; breakfast included. **Free wifi** in rooms/conference area. **Free parking**. The hotel is at 1000 Genesee Street, Rochester, NY 14611 (details: <http://www.ichotelsgroup.com/h/d/sb/1/en/hotel/ROCBA>).



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This year’s **Communication Central** conference will feature four sets of concurrent sessions, two on Friday, October 1, and two on Saturday, October 2. Saturday programming includes a keynote address and an unprecedented Word Summit with three of the leading experts in using Word for communicators. Please indicate your probable topic preferences for the concurrent sessions. These choices are not binding, but will help us assign space for each session. Speaker bios are at www.communication-central.com.

Day/Time	Session A	Session B
Friday, October 1 12:30 p.m.	Registration/Welcome	
1–3 p.m.	<input type="checkbox"/> Getting Started: Independence 101 <i>Ruth E. Thaler-Carter</i>	<input type="checkbox"/> Getting Started: Setting up Word for Editing <i>Hilary Powers</i>
3:15–5:15 p.m.	<input type="checkbox"/> Getting Started: Building Your Brand through Design <i>Michael Brady</i>	<input type="checkbox"/> Getting Started: Websites that Work <i>Kat Nagel</i>
Saturday, October 2 7:30 a.m.	Registration/Continental Breakfast	
8–9 a.m.	Keynote: Creating Success by Embracing Change	<i>To be confirmed</i>
9:15–11:15 a.m.	<i>Marketing track</i> <input type="checkbox"/> Getting the Rates You Want for Your Work <i>Rich Adin</i>	<i>Tools track</i> <input type="checkbox"/> Acrobat for Editing <i>Karl Heinz Kremer</i>
11:30–1:15 p.m.	Lunch – table topics, informal networking	
1:30–3:30 p.m.	<input type="checkbox"/> Profiting from Your Online Presence <i>Katharine O’Moore-Klopf</i>	<input type="checkbox"/> Word to InDesign <i>Bevi Chagnon</i>
3:45–5:45 p.m.	Word Summit/Advanced Q+A <i>Hilary Powers, Jack Lyon, Dan Wilson</i> (You may submit questions in advance; send to conference@communication-central.com)	

Local attractions

The Rochester, NY, area is chock-full of fun and fascinating cultural, entertainment and educational resources for conference-goers and their families to enjoy. To download a listing of such offerings, go to www.communication-central.com and look for **Local attractions**.