



Sault College News Release

For immediate release

Public Relations and Event Management Information Session

(Sault Ste. Marie, ON February 7, 2011) In response to strong interest in the new Public Relations and Event Management program, Sault College will be hosting a free Information Session on Tuesday February 15 at 5:30pm in the Multi Media Centre at Sault College.

If you are graduating this year from university or college, or already have your degree or diploma, Sault College's new one-year graduate level Public Relations and Event Management program has the potential to increase your skills and employability.

Jim Cronin, a PR professional with more than 19 years of senior level experience including national media interviews, will lead the information session and share interesting first hand experiences about the exciting field of Public Relations and Event Management. Also, student recruiters from Sault College will be available to answer your questions and help you apply to the program. To find out more about this information session, please call Penny Perrier at 705.759.2554 ext. 2754.

To register for this exciting new program beginning this fall, please visit www.ontariocolleges.ca or contact Ray Escasa at 705.759.2554 ext. 2222.

About Sault College Public Relations and Event Management Program

This one year, College graduate certificate program is unique in Ontario as it combines key skills and practical experience in public relations and event management activities. The program has the potential of increasing the employment opportunities for graduates with both private and public sector organizations looking for well-trained public relations professionals who have the added skill set of event management expertise. Students will learn successful public relations strategies and receive training in media relations, presentation skills, issues management and effective writing instruction. The public relations training will be combined with expert instruction in all facets of planning, executing and analyzing corporate events. Field placements will give students “hands-on” experience in the real world of public relations and managing events to further round out their studies prior to graduation. Potential employers will recognize the value of hiring graduates of this program who can fill the important dual roles of public relations and event management within their organization.

Please contact:

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www.saultcollege.ca