



## Strategic Media Relations

Your company has achieved a significant milestone. Do you know the best way to leverage your announcement with industry media outlets? Hear from experienced pharma/biotech communications pro **Jamie Lacey-Moreira of PressComm PR, LLC** on how to best target your messages to the reporters and outlets most likely to cover your corporate news.

**Wednesday 9/1 from 12-3 in the Courtyard Room**  
**RSVP [scotter@umbc.edu](mailto:scotter@umbc.edu)**

Jamie will be available after the presentation to work with companies one-on-one and address any specific issues. You can learn more about PressComm PR at <http://www.presscommpr.com> or follow Jamie on Twitter via @JamieLaceyPR.

If you know in advance that you are interested in meeting with her, please send an email to [scotter@umbc.edu](mailto:scotter@umbc.edu) to schedule.