WEBINAR: The Business Wire and Black PR Wire 2013 Minority Leadership Series, Part II

Terms:
Black History Month  Black PR Wire  Minority Leadership Series  Webinar

Subtitle:
Leveraging Opportunities for Strategic Partnerships

Date and Time:
2/27/13 1:00 pm - 2:15 pm EST

Event URL:

Registration Link:
Registration Link Title

Registration Details:
This webinar is FREE for all attendees. Please register at https://www1.gotomeeting.com/register/921401105.

Speaker(s):

Moderator:

Bernadette Morris, CEO/President
Sonshine Communications and Black PR Wire
@bernadetteCEO

Speakers:

James Andrews
Founder
Social People - Atlanta, GA
@keyinfluencer

Danita King, Principal/Founder
PRNoir - NY
@prnoir

Cyn Davis, Senior Manager
ICF International - Washington, DC

Alexis Davis Smith, CEO
PRecise Communications - Atlanta, GA
In recognition of Black History Month and in celebration of their continued partnership, Business Wire and Black PR Wire invite you to join us for our 2013 Minority Leadership Series. This two part webinar series will feature news and information for the busy communications professional. **Part I** will be geared towards students and young professionals and **Part II** toward senior level communicators.

**Part II: Leveraging Opportunities for Strategic Partnerships**

If you are trying to grow your business and are not thinking about partnerships, you should be. Establishing effective alliances can have a great impact on your business and your bottom line. In fact, American Express did a survey on small business trends and federal contracting which found that those who teamed up won 54 percent more prime contracts than average. Join us as we bring you a panel of marketing and communication professionals who will share insights on how they have grown their business through strategic partnerships and what it takes to find the right fit and make it work.

**All Day Event:**

0

**Language:**
Select Language

Source URL: https://newsroom.businesswire.com/event/black-history-month/webinar-business-wire-and-black-pr-wire-2013-minority-leadership-series--0