



Teri  
BAYUS



Creative  
Public  
Relations

## FROM HEAD CPR

“As a 35 year veteran Public Relations Expert, I have executed every conceivable PR campaign, and I still have ideas, excitement and fresh ideas to share!”

Teri Bayus

## YOU WILL LEARN

### How To Be Successful In Public Relations

- Hone Your Content Skills
- Learn the Business of PR
- Stoke Curiosity
- Learn to Speak in Front of Strangers
- Find the Diverse Experience
- Have Grit
- Go the Extra Distance.

## ABOUT

Teri Bayus is a freelance writer, marketer and influencer. Her love for inspiring others has brought her to the path of professional speaker. She has been in marketing for over 30 years, with over 2000 workshops, classes and marketing seminars under her belt.



## WORKSHOP DETAILS

A Creative Public Relations Specialist (CPR) is someone who creates and maintains a favorable public image for their employer or client. As a CPR, you will learn how to produce:

- Multimedia and PR Collateral Creation
- Community Relations
- Media Relations
- Media Production and Communications
- Writing Social Media (Influencer)
- Networking
- Events
- Public Outreach
- Crisis Communications



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