



# Crunching the Numbers: *Making Every Dollar Count!*

## College Public Relations Association of Mississippi May 17-18, 2010 Sam's Town Casino Resort in Tunica, MS

### *Tentative Agenda*

#### **Monday, May 17, 2010**

- NOON ..... CPRAM Board Meeting
- NOON to 1 p.m. .... Registration
- 1 - 1:15 p.m. .... Welcome
- 1:15 - 2:30 p.m. .... Lelani Salter, MSDigitalDaily.com
- 2:30 - 2:45 p.m. .... Break and Door Prizes
- 2:45 - 4 p.m. .... David Bunger, WLBT "Good, Fast, Cheap....pick any two...."
- 4 - 4:15 p.m. .... Door Prizes and Wrap Up
- 4:30 p.m. .... Hospitality Suite Opens

#### **Tuesday, May 18, 2010**

- 8:30 - 9 a.m. .... General Business Meeting
- 9 - 10:15 a.m. .... Jennifer Copeland, Demand Engine  
"Social Networking"
- 10:15 - 10:30 a.m. .... Door Prizes and Hotel Check Out
- 10:30 a.m. - Noon ..... Jennifer Copeland, Demand Engine  
"Search Engine Optimization"
- Noon - Luncheon and Presentation of Scholarships
- 12:30 p.m. - Announcement of Awards

#### **Conference and Hotel Reservation Deadline - May 1, 2010**

Room Rates are \$49.00 per night plus 10% tax  
Check in time is 4 p.m.

Sam's Town Phone Number: 662.363.0711

Reservation Code to use when reserving your  
room is: CPRE10A

