

THE DuPAGE MAYORS AND MANAGERS CONFERENCE PRESENTS:  
**ADDRESSING BAD NEWS: A PR WORKSHOP**  
**FACILITATOR, GARY MACK**

**How to answer to your residents and the media after budget cuts, service reductions and lay-offs.**

*For Mayors/Presidents, Managers/Administrators, and Public Relations Staff*

Gary Mack, Former Press Secretary to Governor Jim Edgar and President of Mack Communications, Inc., will provide an overview of media and press relations. He will also lead an interactive session focusing on public relations municipalities should take as budgets shrink and services are cut.



*Monday, March 29, 2010*  
*8:30 a.m. - Registration*  
*9:00 to 11:30 a.m. - Workshop*  
*Addison Village Hall, Room 1301B*  
*1 Friendship Plaza, Addison*

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**REGISTRATION**

Registration fee is \$50 per person. We will invoice after the workshop.

Please fax this form to Kim Sumner, Member Services and Communications Manager, at (630) 571-0484. If you have any questions, please contact Kim at [ksumner@dmmc-cog.org](mailto:ksumner@dmmc-cog.org) or (630) 571-0480, ext. 226.

\_\_\_\_ Yes, I (we) will be attending the workshop.

Name(s) and Title(s): \_\_\_\_\_

Municipality: \_\_\_\_\_

Phone : \_\_\_\_\_ Email: \_\_\_\_\_

**Registration deadline is Friday, March 19, 2010.**  
**Cancellations after this date and no-shows will be charged in full.**