

# PUBLIC RELATIONS AND MARKETING SEMINAR

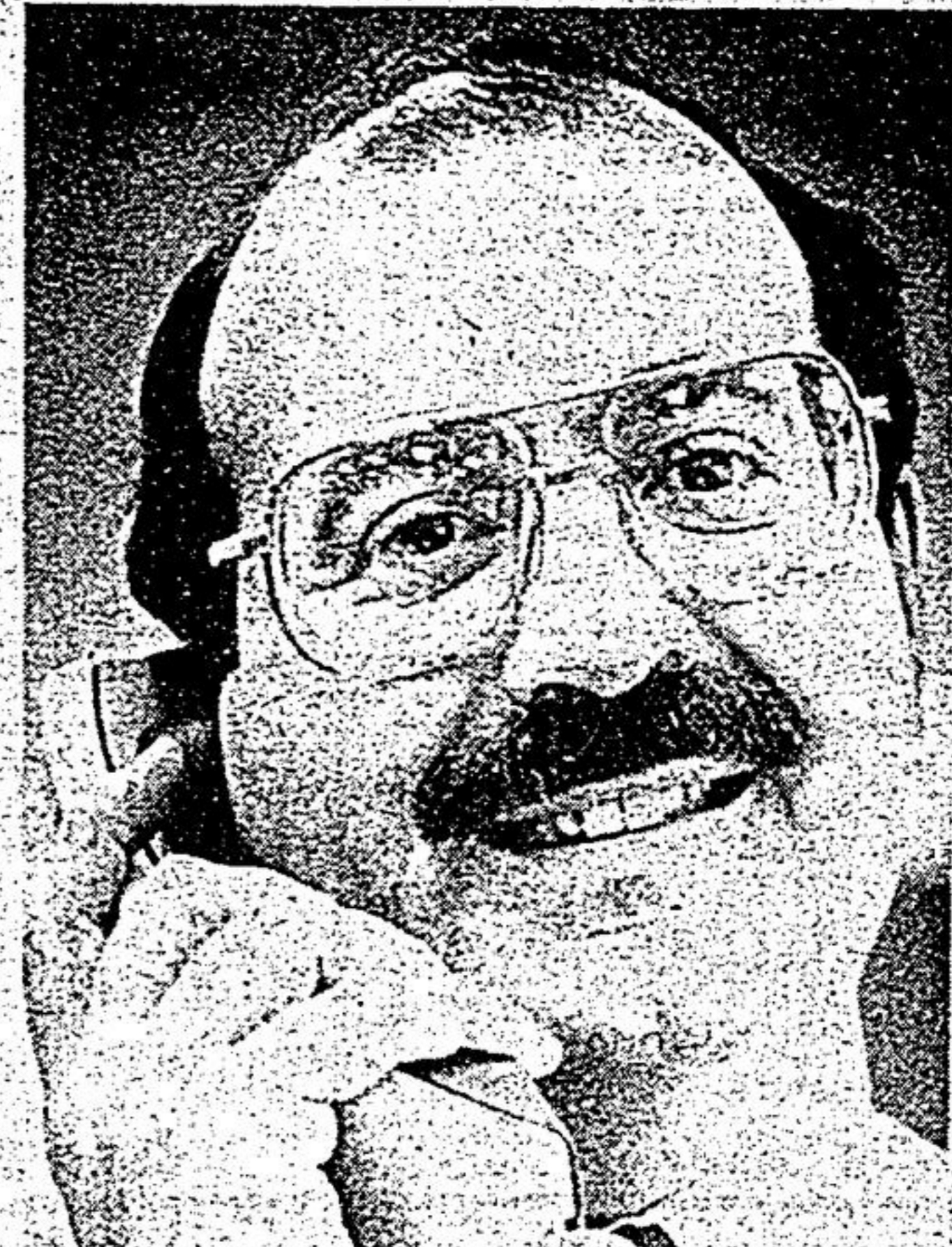
## GUEST SPEAKERS:



**DAVID EISENSTADT**  
President of Communication Group  
TOPIC: Public Relations, you can't do without it.



**CAROLE KERBEL**  
President of Kerbel Communications  
TOPIC: Mounting a marketing campaign on a limited budget.



**DON BERNARD**  
Editor of Markham Business News  
TOPIC: How to effectively use print media to get your message across.

Wednesday June 17, 1987  
Sheraton Parkway Hotel  
Time: 7:00 p.m.

Refreshments

Register in advance - Phone 294-2200 - Cost \$25

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# Markham Business News

To Register People for Markham Business News Public Relations and Marketing Seminar on June 17, 1987. Make cheques payable to Markham Economist & Sun.

Mail to:

Seminar - Don Bernard or Steve Mathieu  
9 Heritage Rd.  
Markham, Ont.  
L3P 1M3

Name: \_\_\_\_\_ Firm: \_\_\_\_\_

Address: \_\_\_\_\_ Telephone: \_\_\_\_\_

Enclosed is a cheque for \$ \_\_\_\_\_