

**MEDIA ADVISORY**

**Contact:**

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Catapult PR-IR

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**Kroner Communications and Catapult PR-IR to Co-present PR 2.0 in Denver  
*Blue Goose Exhibitor Training Center Hosts Complimentary Class***

FOR RELEASE -- BOULDER, CO - January 23, 2012

**WHO:**

Marilyn R. Kroner, principal, Kroner Communications

(<http://www.KronerCommunications.com>) and

Terri Douglas, principal, Catapult PR-IR

(<http://www.catapultpr-ir.com>)

**WHAT:**

PR 2.0 and Beyond

How have blogs, social media, the web and online events affected public relations? What online tools are PR professionals using to get their messages out to the media and their target audiences? Kroner and Douglas will discuss:

- The “new rules” for effective PR
- What social media tools and resources are available and which ones work
- The risks involved with PR 2.0
- How PR 2.0 can enhance your relationship with journalists
- Sources for measuring PR 2.0

**WHERE:**

Blue Goose U - The Exhibitor's Training Center

Turnpike Business Park

7100 N. Broadway, Bldg. 3-G

Denver, CO 80221 ([map](#))

**WHEN:**

Thursday, January 26, 2012

11 a.m. - 1 p.m.

Price: No charge

RSVP: [becci@bluegooseinc.net](mailto:becci@bluegooseinc.net) Lunch will be provided.

**PRESENTER INFO:****About Kroner Communications**

Kroner Communications is a consulting company focused on results-oriented marketing communications initiatives. All work begins with measurable objectives, from fully integrated marketing communications campaigns to specific projects. Kroner Communications provides integrated message development, public relations, trade show strategy and planning, collateral development, advertising management, and web site marketing management for companies in various industries, including technology, fitness, and event measurement. Call 303/478-3044 or click ([www.KronerCommunications.com](http://www.KronerCommunications.com)).

**About Catapult PR-IR**

Catapult PR-IR provides strategic public relations and investor relations services exclusively for technology companies. Catapult helps its clients establish new market positions that are shared by only an elite few within their industry. The firm has won numerous awards, including PRSA's Gold Pick Award, Holmes Report's "Best Agency to Work For" award and the Boulder County Business Report's Mercury 100 Fastest Growing Companies Award. Catapult's client roster includes: Agile Alliance, CollabNet, FreeWave Technologies, Gorilla Logic, Inovonics, JNBridge, SparkFun and Tasktop. For more information on Catapult, call 303-581-7760 or visit the company's website at (<http://www.catapultpr-ir.com>).

**CONTACT:**

For more information on the event, please contact: [becci@bluegooseinc.net](mailto:becci@bluegooseinc.net) or call (303) 430-1986.

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