



Visitor Blog

Visitor posts for polkvoice

Recent Postings

- 'Local Color from South America -- Candid People Photographs in Traditional Clothing' Photography Show Opens in Winter Haven on March 2
- "Florida Icons And Emblems" Watercolor Paintings Come to Polk County From South Florida Artist
- KIWANIS KEYNOTE SPEAKER
- Multiple Sclerosis 1 of 5
- PCBA Foundation 1st Annual Bass Fishing Tournament
- ASA DANCE ENSEMBLE PLACES FIRST IN NEXSTAR COMPETITION
- International Speech & Table Topics Contest
- Heart Of Florida Chapter of USA Dance Monthly Dance
- Science is Super at Explorations V Children's Museum
- Learn How to Use Microsoft Access 2003 and Microsoft Word 2007 at PCC Corporate College

RSS Feeds

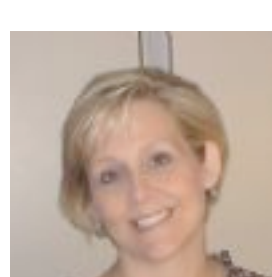
- RSS Site Feed
- RSS Events Feed
- RSS Photos Feed
- RSS Podcasts Feed

Archived Posts

- February, 2009
- January, 2009
- December, 2008
- November, 2008
- October, 2008
- September, 2008
- August, 2008
- July, 2008
- June, 2008
- May, 2008
- April, 2008
- March, 2008
- February, 2008
- January, 2008
- December, 2007
- November, 2007
- October, 2007
- September, 2007
- August, 2007
- July, 2007
- June, 2007
- May, 2007
- April, 2007
- March, 2007
- February, 2007
- January, 2007
- December, 2006
- November, 2006
- October, 2006
- September, 2006
- August, 2006
- July, 2006
- June, 2006

**FPRA Offers "New Media Communication Tools" Professional Development Seminar on Mar. 10 in Lakeland**

RUNS 2/15/2009 UNTIL 3/11/2009



ENLARGE

"New Media Communication Tools for the Contemporary Public Relations Professional" will be the topic on Tuesday, Mar. 10 when the Dick Pope/Polk County Chapter of the Florida Public Relations Association (FPRA) presents a special professional development seminar at The Estates at Carpenters at 1001 Carpenters Way in Lakeland.

Jan Luongo, APR, who serves as president of Alliance Communications, one of the Tampa Bay area's foremost public relations agencies, will lead the seminar, which is scheduled for 8:00 am to 10:00 am and open to the first 25 people who sign up. The admission fee of \$10 for FPRA members, \$15 for non members and \$5 for students includes a light breakfast.

Luongo, who has counseled, written and lectured extensively on public relations and won many awards in her distinguished PR career spanning more than 20 years, will teach attendees how to take full advantage of blogs, search engine optimization in press releases, social media like Facebook and My Space, RSS feeds and other contemporary tools to enhance the effectiveness of their PR campaigns.

"In survey after survey, including a poll of PR professionals who attended our 'MediaMatch.com' media breakfast on Feb. 9, we have discovered that PR people have a strong desire to learn as much as possible about new technologies. Our FPRA chapter responded by inviting Jan to teach us how to take maximum advantage of blogs, social media and other new tools," said Jim Frankowiak of Coastal Public Relations, who is chairing this latest professional development seminar.

As president of Alliance Communications, Luongo is responsible for overall agency direction and management. Over the past 13 years, with Luongo at the helm, the agency has won a number of Addy, Image and other awards, and has been recognized as one of the top PR firms in Tampa Bay. In 2006, Luongo earned the prestigious "Business Woman of the Year in Media" from *Tampa Bay Business Journal*.

She currently serves as vice president of professional development for the Tampa Bay Chapter of FPRA and has served as PR chair for the Florida Suncoast affiliate of Susan G. Komen for the Cure. She is also active in the Greater Tampa Chamber of Commerce, the Public Relations Society of America (PRSA), the PRSA Counselor's Academy, the Tampa Bay Advertising Federation and the American Advertising Federation.

FPRA members and others with an interest in PR and communications can register by calling Frankowiak at 813-630-2774 or by sending him an e-mail at [jim@cprg-web.com](mailto:jim@cprg-web.com). Information is also available on the Dick Pope/Polk County FPRA chapter website [www.fprapolk.org/home](http://www.fprapolk.org/home). For directions to The Estates at Carpenters check out [www.estatesatcarpenters.com](http://www.estatesatcarpenters.com).

Named in honor of Cypress Gardens founder Dick Pope, Sr., the Dick Pope/Polk County Chapter and its affiliated Southeastern University and Florida Southern College chapters are among 15 professional and 13 student chapters of FPRA, the professional organization for Florida public relations practitioners.

The award-winning Dick Pope/Polk County Chapter meets on the third Wednesday of every month, with all meetings open to the public. For chapter information, call Kris Keprios of Polk County Tourism and Sports Marketing at 863-534-2527 or visit [www.fprapolk.org/home](http://www.fprapolk.org/home) on the web.

Based in Sarasota, FPRA provides professional development, networking and recognition opportunities for more than 1,500 public relations professionals across the state of Florida. FPRA is the nation's oldest PR professional organization, established in 1938 by the late Lt. Col. John Dillin, APR, CPRC of Lake Wales. More information on FPRA can be found on the web at [www.fpra.org](http://www.fpra.org).

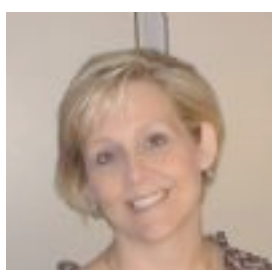
Posted by Ken Nelson

Posted February 15, 2009 9:08:31 PM  
Start Date 15/02/2009  
End Date 11/03/2009

Permalink: <http://visitors.polkvoice.com/default.asp?item=2333599>

TrackBack URL: <http://visitors.polkvoice.com/utility/tb/?id=2333599>

Images



JAN LUONGO,...

ENLARGE

Comments | Add Comment

Return to the Community

Calendar

FEBRUARY 2009						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28

Recent Images