



**Contact:**

**Contact: Karen Bergh**  
*VP for Programs and Education, PRSA-IE*  
[karen\\_bergh@redlands.edu](mailto:karen_bergh@redlands.edu)

**PRESS RELEASE**  
**For Immediate Release**

**Public Relations Society of America – Inland Empire Chapter**  
**Professional Development Lunch & Presentation**  
***“Do You Really Need An App for That?”***

In the midst of the “I want it now generation,” businesses, brands and organizations are taking advantage of the next cool platform. If your “two-way” communications strategy has stalled, or you are just plain bewildered by the variety of options available and why your own organization might need to invest—or *not*—learn with the Inland Empire’s leading public relations practitioners as the PRSA-Inland Empire chapter hosts Ontario-based **PhD Labs’ John Driscoll**, who will share some contexts in which an app, or a mobile website, or social media engagement strategy is the right solution.

**WHAT:** Professional Development lunch & presentation by John Driscoll of PhD Labs

**WHEN:** February 20, 2013  
11:30 a.m. – 1:00 p.m.

**WHERE:** Riverside Public Utilities – 1<sup>st</sup> Floor Conference Room  
[3901 Orange Street](#)  
Riverside, CA 92501

*Parking is free; lot entrance on 9<sup>th</sup> Street*  
*Food and beverage included in the cost of lunch ticket.*

**COST:** \$20.00 Member Meeting Ticket  
\$35.00 Non-Member meeting ticket  
\$15.00 Student Meeting Ticket

For more information and to register: <http://prsaie.org/index.php>

---

**About John Driscoll and PhD Labs:**

John Driscoll is a national business speaker and marketing expert in social media, mobile and web technologies dedicated to helping businesses leverage the digital age. He specializes in taking websites, mobile apps and social media beyond being just an electronic brochure for information and makes them a means to increase business traffic and generate revenue. As executive producer at PhD Labs, Driscoll works with start-ups and Fortune 500 businesses to conceptualize and design effective digital application strategies that have a proven track record for engaging users and helping clients reach their goals. Their clients include Bank of America, Toyota, Quicksilver, CALTROP Corp, Experian, Trade Only and the California Republican Party. For more information visit [www.PhDLabs.com](http://www.PhDLabs.com) <<http://www.PhDLabs.com>> .

###