



Breakfast Program – Thursday, March 23, 2017

“The NFL Draft is Coming”

What Opportunities May Exist for Area PR Professionals

- Date:** Thursday, March 23, 2017
- Time:** 8:00 AM – 8:30 AM Registration & Continental Breakfast
8:30 AM – 9:30 AM Discussion with Alethia Calbeck, Director of Communications, PHLCVB
- Location:** Philadelphia Convention and Visitors Bureau
1601 Market Street, Suite 200
Philadelphia, PA 19103
- Cost:** \$25 for PPRA Members; \$40 for Non-Members
Additional \$5 for Walk-ins

Sure, you know the NFL Draft is the annual event when the Eagles choose their next blue-chip prospect.

What you might not have realized? How much economic impact will be generated when the NFL Draft comes to Philadelphia from April 27 to April 29. Consider these eye-popping stats:

- Over \$80 million in economic impact
- 26,000 jobs supported
- 40,000 hotel room nights booked
- An estimated 8.3 million television viewers will see our iconic streets and structures during day-one coverage of the Draft alone

Want to know more about what the Draft might mean for area public relations professionals? Then join PPRA for a sneak preview breakfast discussion with a colleague who is on the front lines of it all: **Alethia Calbeck**, Director of Communications for the Philadelphia Convention & Visitors Bureau.

REGISTRATION FORM Breakfast Program – March 23, 2017

Name(s): _____

Company: _____

Address: _____

Email: _____ Phone: _____

PPRA Member (\$25 per person) Non-Member (\$40 per person)

I will pay with a check (*payable to PPRA*) I will pay with a credit card __VISA __MC __AMEX

Name as it appears on card: _____ Amount: _____

Credit Card Number: _____ Exp. Date: _____ CCID: _____

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Please return to:

PPRA Office
P.O. Box 579
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(F) 856-727-9504
(E) info@ppra.net

**Register online at
www.ppra.net**

Cancellations will be accepted in writing by March 21, 2017. No Refunds after March 21, 2017. No-shows will be billed.