

MARKETING & PR ROAD TRIP FRIDAY, OCT. 30, 2009



Do you have an interest in events, promotion or advertising?
Considering a career in marketing or public relations?
Learn more about opportunities in the Corridor!

Riverside Casino and Golf Resort

- Riverside www.riversidecasinolandresort.com
- Vegas-inspired golf and casino resort featuring entertainment, dining, shopping and premier golf experiences.
- Learn about what marketing and PR functions take place at a casino, golf course and large event facility.

Summer of the Arts

- Iowa City www.summerofthearts.org
- Explore marketing and PR practices for Downtown Iowa City's summer festivals and events including the Arts Festival, Jazz Festival, Sand in the City, music and movie events.

Metro Studios

- Cedar Rapids www.metro-studios.com
- Listen to professionals from a creative group specializing in brand development, video, audio, web, print, digital photography and other client solutions.

Networking lunch with PR professionals

ITINERARY

The day will begin at approximately 8 a.m. and will conclude by 4 p.m.

Sign up by Friday, October 16 by 5:00 p.m.

Go to www.careers.uiowa.edu and click on "Consider Iowa Road Trip" under Announcements to RSVP. Space is limited.

PRE-TRIP INFORMATION SESSIONS

All attendees are required to attend an information session on:
Tuesday, Oct. 27 or Wednesday Oct. 28 at 12:30 p.m.
at C310 Pomerantz Career Center.

Learn about professional dress, researching the companies, questions to ask employers, as well as reviewing the itinerary for the day.

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