



PR FOR A DAY™

PR FOR A DAY™ QUARTERLY SEMINAR

"PUTTING THE PR BACK IN ENTREPRENEURSHIP"

PUBLIC RELATIONS SEMINAR
FOR ENTREPRENEURS

BY RONNIKA ANN



OVERVIEW



RONNIKA ANN,
Founder & Creator

Ronnika Ann, Founder and Sr. Director of iGN Public Relations & Co. has launched PR for a Day Consulting Services. Ronnika is the leader and visionary of every campaign she touches; she spearheads strategic campaigns and develops goals for each client. She works relentlessly with top PR Heads in the industry, to focus on mastering relationship-based business to earn her clients' public support.

“PR for a Day” is a one-day service that Ronnika offers to clients, however the seminar, “Putting The PR Back in EntrePREneurship”, is focused to bring 20+ Entrepreneurs in small business, lifestyle, entertainment and nonprofit together for group and 1-on-1 sessions. The seminar is geared to teach participants steps that will assist in taking organization, brand or business to the next level. Also, under PR for a Day, Ronnika has also released the PR Workbook Series: *Putting The PR Back in EntrePREneurship* Parts 1 & 2 and *The PR for a Day Pocket Guide!*

Products are listed on the next page:



**QUARTERLY
WORKBOOK**
VOLUME II



PUTTING THE PR BACK IN ENTREPRENEURSHIP

A PR Workbook by Ronnika Ann, MBA



INFLUENCING YOUR BUSINESS,
BRAND AND LIFESTYLE FROM THE INSIDE OUT

**KEEPING A STEADY
PACE TO BUILD A
STRONG FOUNDATION**
The difference between competing
and understanding your competition

**GROW STEADY AND
STRONG; NOT FAST
AND WEAK**
Foundation building

WHAT IS PR FOR A DAY? /

**QUARTERLY
WORKBOOK**
VOLUME I



PUTTING THE PR BACK IN ENTREPRENEURSHIP

A PR Workbook by Ronnika Ann Joyner



HOW TO STAND OUT IN A
CROWDED ROOM!

**GOING FOR THE
CLOSE**
What you should know to
Secure the Home Run!

**THE SOCIAL MEDIA
TIP JAR.**
Knowing Your Voice & Uniqueness.

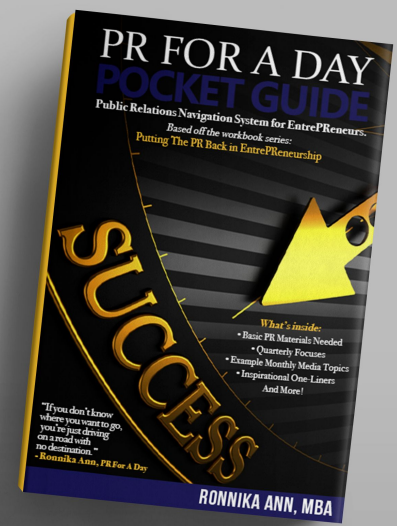
**INSIDE OF
PUBLIC RELATIONS.**
What you may not know about
PR & Small Businesses.

WHAT IS PR FOR A DAY? /

PR
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"If you don't know where you want to go,
you're just driving on a road with no destination."
- RONNIKA ANN, PR FOR A DAY™



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& SCREENSAVERS!
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WHY PR FOR A DAY?

Being talked about isn't enough. **PR is performance recognition.** Promotion (exposure) is everything. Telling your story, so the public gets it, supports it and sees it the way you do makes success imminent.

PR does exactly that. For seven plus years our clients have trusted us to communicate their brand and their story, **because we also understand their target market.**

I want to come inside of your business and **train you or your team** how to be your own **MARKETING ENGINE.** Do you not have a budget to outsource your marketing and public relations? **Well this is for you! Schedule me for a day to come in to show you how to:**

- *Maintain a Media Strategy*
- *How to Pitch Your Business to a Journalist*
- *How to Grow and Maintain Your Media Contacts*
- *How to Handle a PR Crisis*
- *How to Conduct Social Media Strategies Properly and more...*



PR FOR A DAY

QUARTERLY SEMINAR

"PUTTING THE PR BACK IN ENTREPRENEURSHIP"

Locations:

- Part 1 - Atlanta, Ga. (completed)
- Part 2 - Miami, Fl. (completed)
- Part 3 - Pending
- Part 4 - Atlanta, Ga.

Times:

- 10:00 am - 3:00 pm

Dates:

- Part 1 - June 11, 2016 (completed)
- Part 2 - Nov 12, 2016 (completed)
- Part 3 - April 1, 2017
- Part 4 - July 1, 2017



What does the 'PR for a Day' Seminar Offer?

Attendees can expect to learn the following:

- Media Pitching
- Social Media Strategies
- Content Development
- PR Crisis Management
- Business Development Tips
- How to maintain media relationships.
- Business Structuring (Inside & Out)
- And More!

The seminar also includes a 4-hour workshop, small work groups with industry professionals, professional headshots, brand development sessions, a PR workbook, breakfast, lunch and more.



A GLIMPSE OF Part 1 SEMINAR - Atlanta



RECAP VIDEO: <https://www.youtube.com/watch?v=yRKZkbnBQUY>
CLICK FOR ALL RECAPS: <http://www.prforaday.net/pr-for-a-day-recaps/>



Part 2 SEMINAR - Miami



RECAP VIDEO: <https://www.youtube.com/watch?v=oRyoiCkZvs>
CLICK FOR ALL RECAPS:: <http://www.prforaday.net/pr-for-a-day-recaps/>



PR for a Day Features:

Ronnika Ann and PR for a Day has been requested to present for other business platforms. We consider these as mini and virtual seminars. Click to view more! www.RonnikaAnn.com



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RECAP VIDEO: <https://www.youtube.com/watch?v=oRyoiCkZvs>
CLICK FOR ALL RECAPS: <http://www.prforaday.net/pr-for-a-day-recaps/>



SPONSORSHIP & PARTNERSHIP OPPORTUNITY

We would like to ask that you consider becoming one of our 2017 - 2018 Corporate Sponsors and/or Partners for our upcoming events. As a sponsor and/or partner, benefits will include: Social Media Mentions: 40K + Followers, Original Event Photos: By Event Photographer, Day of Brand Exposure: 20-25 expected to attend, Press Release mentions to 300 + Media Outlets in Small Business, Lifestyle and Nonprofit.

Sponsorship funds will go towards the success of our seminars. Past costs includes: Seminar space, Team hotel stay, attendee meals, photographer, videographer, decorations, set up staff, printing, delivery and more. One Seminar's average cost is \$6,000

SUPPORTER	SILVER	GOLD	PLATINUM	PARTNER
\$200	\$500	\$1000	\$2000	\$4000+

READY TO GET STARTED? EMAIL US AT
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OR CALL US AT: 404-548-1390



SPONSORSHIP & PARTNERSHIP OPPORTUNITY CONT..

Itemized sponsorships and partnerships are also available. As an itemized sponsor, you would purchase the items or release funds to purchase to Ronnika Ann. If you would like to sponsor anything that is not listed please contact us.

Decor & SetUp	Hotel: Team Suite and Seminar Room	Team Flights & Travel (rental car)	Seminar Food (breakfast/lunch)	Printing & Delivery of equipment
\$300+	\$1,000+	\$1,000+	\$200+	\$300+

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Client Overview and Targets

Clients/Individual

- Age: 25-62
- Income: 55K+
- Gender: F/M
- Profession: Entrepreneurs
- Education: High School +
- Family Size: Single Family
- Homeowner: N/A
- Marital Status: Single/Married
- Lifestyle: Business Owners, Investors

Business

- Geographic: Georgia, Florida, Texas, Washington DC, New York, California, Mississippi
- Size: 1-700 Employees
- Annual revenue: 100K +
- Industry: Entertainment, Business, Lifestyle, Faith based, Nonprofit, Beauty
- Age of Company: 2 Years+

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MEDIA PLACEMENTS



PUTTING THE PR BACK INTO ENTREPRENEURSHIP

On June 13, 2016, Posted by [impactmagazine](#), In [Events](#), With [No Comments](#)



Menu Alt Menu



President Obama On Tragic Shooting In Orlando: 'In The Face Of Hate & Violence, We Will Love One Another' + Hillary Clinton Releases Statement

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EVENT: "Putting The PR Back In EntrePREneurship" Seminar

FASHION SCOOP: Serena Williams Pops 9... + To Use Layered Fabric Shift

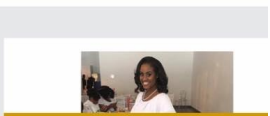
Ronnika Ann Hosts PR Workshop To Help You Get Your Brand Right!

Over the weekend I was invited to speak on the Media Relationships panel for Ronnika Ann's PR for a Day workshop. It's a one day seminar provided to EntrePREneur in Small Business, Nonprofit and Startups. They were trained on how to implement PR Strategies on their own, without having a publicist.

The Seminar series kicked off in Atlanta, Ga. on June 11, 2016 with the official release of "Putting The PR Back In EntrePREneurship" PR Workshop volume 1, which is available on Amazon!

8 brands used the tips shared throughout the workshop. Topics included:

- Putting The PR Back In EntrePREneurship by Ronnika Ann
- Legal and Branding by attorney Lenise Williams
- Image Development by Christal Jordan
- Life's A Pitch: Media Relationships by yours truly and Samuel Maynes of EShem Magazine
- Publicity and Event Activation by Bentley Dider



November 7, 2016 Danielle Dixon

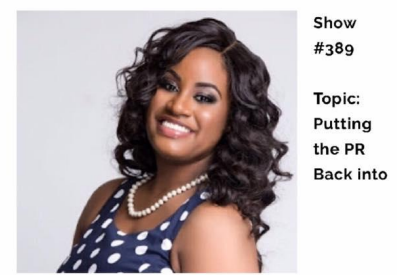
Ronnika Ann Is Putting The PR Back In EntrePREneurship



When it comes to succeeding as an entrepreneur, marketing and advertising plays an integral role. While this is common knowledge among aspiring businessmen and businesswoman, promoting one's brand through marketing



RONNIKA ANN: SENIOR PR DIRECTOR, PUBLIC SPEAKER & AUTHOR ON WOMEN ENTREPRENEURS RADIO™



Show #389
Topic: Putting the PR Back into

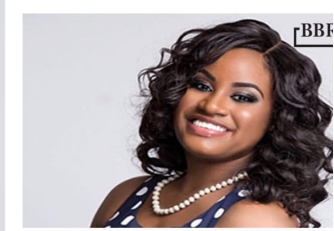
Ronnika Ann: Multi-Entrepreneur, Senior PR Director, Public Speaker & Author Available on Podomatic & iTunes <http://dboach.podomatic.com>

SOCIAL: 2016 PR FOR A DAY MIAMI EDITION

NOVEMBER, 13 • EVENTS SOCIALITE



Ronnika Ann Creates PR/Branding Semina



Miami, FL — The "Putting the PR Back in EntrePREneurship Part II: New Year's Editio seminar is coming to Miami, Florida on November 12, 2016. Ronnika Ann, founder o iGN PR and creator of PR for a Day, began th seminar series to help rising entrePREneurs,



Atlanta Entrepreneur will hold a Business and PR Seminar for 25 Upcoming Entrepreneurs in South Beach Florida on November 12, 2016



Ronnika's consulting service, PR for a Day, was responsible for presenting the Miami seminar. PR for a Day provides entrepreneurs individualized consulting services to help them enhance their small business, lifestyle, and nonprofit brands.

REGISTER ONLINE AT: WWW.PRFORADAY.NET - VIRTUAL SEATS AVAILABLE

FEATURING: RONNIKA ANN, MGR SR PR DIRECTOR AND OWNER OF iGN PR

PUTTING THE PR BACK IN ENTREPRENEURSHIP

See You in Miami!

SATURDAY NOV 12 2016 10AM - 3PM

STAND OUT IN A CROWD!



Ronnika's consulting service, PR for a Day, was responsible for presenting the Miami seminar. PR for a Day provides entrepreneurs individualized consulting services to help them enhance their small business, lifestyle, and nonprofit brands.

Ronnika's Attendees

The attendees of the seminar received a lot of value information provided by the many guest speakers and presenters. The guest speakers of the event included Javid Hepburn and Shanetra Mack from Fabulous Girls Rock did a presentation on branding



[Event Recap] Ronnika Ann Presents "Putting the PR Back In EntrePREneurship" - Miami Seminar



Founder of iGN PR and creator of PR for a Day, Ronnika Ann, held her second seminar on November 12th. The seminar was held in Miami, Florida and it was called "Putting the PR back in EntrePREneurship Part II: New Year's Edition". The seminar was designed to help small business owners and entrepreneurs get a handle on



PRForADay conference puts the PR back in entrePREneurship

By Koeerlyelle DuBoise | November 16, 2016 7:10 AM EST



Wrap up reports for each project is available upon request. If you are interested and would like to negotiate or hear more about this Seminar, please feel free to give us a call or email us. Although we will really appreciate your help, we would like you to inform via email if you are unable to do so as well.

To learn more about the "PR for a Day" seminar visit:

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