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## LUBETKIN & CO. COMMUNICATIONS, LLC

COMMUNICATIONS, PUBLIC RELATIONS & TECHNOLOGY COUNSEL

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### **Complete List of Steve Lubetkin's Speaking Appearances**

For information on booking Steve to speak at your conference or event, please call +1-856-751-5491 or email [steve@lubetkin.net](mailto:steve@lubetkin.net).

#### **Upcoming Appearances**

January 21, 2010: Social Media for HR Professionals, Princeton HR Group, Forrester Center, Princeton

#### **2010**

January 7, 2010: Presentation Skills for Business Owners, breakfast workshop for South Jersey Chapter of NJ Association of Women Business Owners (NJAWBO), Mullica Hill, NJ.

#### **2009**

October 22, 2009: Social Networking as a Sales Tool, NJ Technology Council, North Brunswick, NJ

October 19, 2009: Graduate healthcare communications class, Temple University.

October 15, 2009: Breakfast Bytes presentation, NJ Technology Council, Cherry Hill, NJ

October 15, 2009: PRSA/Philadelphia panel, "Speaking to the Future: A Panel of Fellows," Ardmore, PA

September 3-4, 2009: Social Media Training Workshop, US State Department, Washington, DC

August 3, 2009: New Trends in Public Diplomacy, US State Department, Washington, DC.

June 25, 2009: New Trends in Public Diplomacy, US State Department, Washington, DC.

June 10, 2009: NJBankers Marketing Conference, Forsgate Country Club, Jamesburg, NJ. Social media and podcasting. NJBiz.com covered Steve's presentation here.

May 12, 2009: Mid-Atlantic Association of Personnel Consultants - Panelist discussing podcasting as part of social media strategies, Philadelphia

May 19, 2009: Business Marketing Association New Jersey Chapter, leading roundtable on social media, New Jersey

May 5, 2009: Breaking Boundaries: The Revolution of Social Media, panelist, Drexel University Public Relations Student Society of America (PRSSA), Philadelphia.

April 2, 2009: Discussion of social media at Vice Presidents Forum, senior level networking group of chief communications officers of major (Fortune 500) companies, New York

April 2, 2009: Panel member, speaking on podcasting, Greater Philadelphia Senior Executives Group - Joint meeting of Entrepreneur's Circle and CEO Roundtable Sections, Philadelphia

April 1, 2009: Podcasting to promote thought leadership, Association for Information and Image Management (AIIM) Conference, Philadelphia

March 24, 2009: Prof. Irv Lipp's Graduate level communications class, University of Delaware, Wilmington

March 23, 2009: Graduating seniors in journalism and public relations, Bloomsburg University, PA

February 16, 2009: Prof. Lou Grossman's Public Relations Class, Arcadia University

February 10, 2009: Introduction to Entrepreneurship class, Temple University

January 31, 2009: Philadelphia Association of Black Journalists and National Association of Hispanic Journalists Multimedia Conference, Podcasting and Video Podcasting, Temple University, Philadelphia

## **2008**

December 16, 2008: New Jersey Hospital Association Communications Directors Meeting, Princeton, NJ.

November 12, 2008: Jeff Pulver Social Media Jungle Conference, Melville, NY.

November 6, 2008: Podcasting workshop as part of Center City Proprietors' Association Social Media Day, Philadelphia

October 17, 2008: Graduate Communications Workshop, Temple University - Half-day hands-on seminar on how to produce podcasts for Mark Tarasiewicz, adjunct instructor

October 7, 2008: Social media in PR 101 class, Prof. Lou Grossman, Temple University

August 19, 2008: PRSA/Philadelphia Lunch'N'Learn about International Association of Online Communicators Conference in Iceland

June 27, 2008: NJ Technology Council IT Conference, Newark, NJ, presentation on using podcasting to promote an organization's thought leadership.

June 10, 2008: American Blood Centers Communicators Workshop, Las Vegas NV

May 1, 2008: Impact of Social Media, New Jersey Bank Marketing Association, Woodbridge, NJ.

April 22-25, 2008: New Communications Forum, Santa Rosa, CA. Podcasts from this conference are being distributed through Lubetkin on Communications blog at <http://www.lubetkin.net/blog>.

April 4 , 2008: Jersey Shore Public Relations and Advertising Association, West Long Branch, NJ

March 4, 2008: New Jersey Society of Association Executives, breakfast meeting, Woodbridge Hilton, Woodbridge, NJ.

February 18, 2008: Prof. Lou Grossman's Public Relations Class, Arcadia University, Glenside, PA.

January 16, 2008: Social Media, Entrepreneur's Forum of Southern New Jersey, West Deptford.

## **2007**

November 6, 2007: Temple University PRSSA Chapter

October 23, 2007: Panel participation, "Best Practice/Case Study: Applying Social Media to Promote Thought Leadership," 2007 International Conference, Public Relations Society of America, Philadelphia.

October 11. 2007: Plenary Session, Podcasting and Blogging 101, National Association of Bar Executives' Communications Section, Doubletree Hotel, Philadelphia

September 25, 2007: "What Risk Managers Need to Know about Social Media," ESIS Global Risk Meeting, ACE Conference Center, Lafayette Hills, PA.

July 19, 2007 : Foreign Service Institute, US State Department, Washington

July 9: How to produce podcasts, South Jersey PC Users' Group, Trinity Presbyterian Church, Cherry Hill, NJ  
See the video posted at the PCUGSJ Website.

June 14, 2007: Briefing on podcasting for Senior Counselors Alliance of Anne Klein & Associates Public Relations, Philadelphia, PA

May 17, 2007: Panelist,, Central Pennsylvania PRSA Panel on The State of the Media 2007. Podcast produced from the program.

May 2007: How to produce podcasts, Trenton Computer Festival, Trenton, NJ

March 13, 2007: Jewish-Muslim Dialogue Initiatives, with Zia Rahman, managing director of the Voorhees Muslim Association, at Temple Beth El Seniors Club.

February 24, 2007: "Social Media Goes Global," Schering-Plough Executive Lecture Series, Fairleigh Dickinson University, Madison, NJ.

February 19, 2007: Guest lecturer, Public Relations Class, Prof. Lou Grossman, Arcadia University, Glenside, PA.

January 11, 2007: The Impact of Social Media on Public Diplomacy, US State Department East Asia and Pacific Region Conference, Washington, DC

## **2006**

December 20, 2006: Podcasts, Blogs, and Social Media, Temple Emanuel Seniors Group, Cherry Hill, NJ

October 27, 2006: Public Relations Global Network, international management meeting, Philadelphia, PA

October 17, 2006: Podcasting and Blogging, at the Information Technology conference of the New Jersey Association of Mental Health Agencies (NJAMHA), East Windsor, NJ.

August 24, 2006: Speaking on Podcasting, Blogging, and social media at U.S. Department of State program on new approaches to public policy, Arlington, VA.

July 27, 2006: "Podcasting, Wikis, and Blogs - Oh, My!" American Association of Medical Society Executives Annual Conference, Montreal Canada.

July 11, Presenter on Public Relations Society of America teleseminar for PR Accreditation candidates on "Planning Terminology and Structure."

June 27, PR Council of Greater Atlantic City, Angelo's Fairmont Tavern, Atlantic City, luncheon speaker.

June 21, Introduction to Podcasting, New Jersey Institute of Technology Tech Expressions Series, 8am-3pm.

May 17, Jewish Business Network of Southern New Jersey, breakfast speaker.

May 3, PRSA Central Pennsylvania, Technology Boot camp Seminar: Blogging and Podcasting, Harrisburg Area Community College, Harrisburg, PA.

May 2, Blogs and Podcasting in the Pharmaceutical Industry, speaker at South Jersey Pharmaceutical and Medical Technology Industry Alliance annual conference, The Enterprise Center at Burlington County College, Route 38, Mt. Laurel, NJ.

April 24, 2006: Seminar on blogs and podcasting for food writers, sponsored by the Communications Committee of the National Chicken Council, Philadelphia, PA.

April 20, Philadelphia Chapter, Public Relations Society of America, panel speaker, "Non-Profit Public Relations Practitioners Forum," Union League, 140 South Broad Street, Philadelphia, PA, 5:30 PM

April 11, NJ Communications, Advertising and Marketing Association, Doral Forrestal Hotel, Princeton, NJ, luncheon speaker.

March 22, 2006: Public Relations Society of America/New Jersey Chapter's Public Relations Institute, Rutgers University, workshop on blogging and podcasting.

February 26, 2006: Schering-Plough Executive Lecture Series, Fairleigh Dickinson University, Madison, NJ. Audio program available for purchase. Please email [steve@lubetkin.net](mailto:steve@lubetkin.net)

February 9, 2006: Philadelphia Association of Legal Administrators lunch, 1515 Market Street, 10th Floor, luncheon presentation. Contact: Heather Steiger, Administrator, Tannenbaum & Chanin, LLP, phone: 215.523.5301 Audio program available for purchase. Please email [steve@lubetkin.net](mailto:steve@lubetkin.net)

**2005**

December 5, 2005: Guest speaker, New Jersey Shortline Railroad Association, Mt. Laurel, NJ.

November 30, 2005: Guest speaker, Rowan University Chapter, Public Relations Student Society of America (PRSSA).

October 27, 2005: Verizon and Messianic Jews, Presentation to Woodcrest ORT, Cherry Hill, NJ.

October 16, 2005: Remarks on behalf of the Catholic-Jewish Commission, at Iftar Dinner held by Burlington American Turkish Organization.

September 29, 2005: Blogging and podcasting panel, PRSA/New York Chapter MegaTech Day program, New York.

September 16, 2005: National Chicken Council Communications Committee, Baltimore, MD - Blogging and podcasting presentation.

August 9, 2005: Teleseminar presenter, "PRSA Teleseminar: How to Create a Podcast: What Practitioners Need to Know to Deliver Audio Programs Via the Web"

June 11-12, 2005: Presenter, Public Relations Society of America Leadership Rally, New York,

April 27, 2005: Guest speaker, Philadelphia Communications Academy Career Day , Roxborough High School.

April 3, 2005: Guest speaker, Temple Emanuel Men's Club, "Jewish Genealogy"

March 19, 2005: Schering-Plough Lecture Series, Fairleigh Dickinson University, New Jersey. More information at <http://view.fdu.edu/default.aspx?id=2528>

March 9, 2005: Crisis Public Relations, College and University Public Relations Association of Pennsylvania, Hershey, PA

March 3, 2005: Crisis public relations for banks, New Jersey Bankers/ABA Bank Marketing Association quarterly meeting, Woodbridge, NJ.

February 15, 2005: Conference Call presenter, "Planning and Implementation," preparation course for the Examination for Accreditation in Public Relations, sponsored by PRSA. For information, visit [www.prsa.org](http://www.prsa.org)

January 26, 2005: National trends in public relations, Charlotte, NC Chapter of the Public Relations Society of America. Audio program available for purchase. Please email [steve@lubetkin.net](mailto:steve@lubetkin.net)

## **2004**

December 4, 2004: Rowan University Public Relations Student Society of America induction luncheon. Transcript in PDF format. Audio program available for purchase. Please email [steve@lubetkin.net](mailto:steve@lubetkin.net)

September 2004: Guest speaker, Woodcrest ORT Chapter, "Exploring The DaVinci Code," Cherry Hill, NJ.

June 3, 2004: Guest speaker, Woodcrest ORT Chapter, "Mel Gibson's The Passion of the Christ," – a Jewish perspective." Cherry Hill, NJ.

April 27, 2004: Conference Call presenter, "Planning and Implementation," preparation course for the Examination for Accreditation in Public Relations, sponsored by PRSA.

## **2003**

## **2002**

Conference Call Moderator, "PRSA Financial Communications Section Conference Call on Bankruptcy Communications," August 15, 2002.

## **2001**

Panelist, "After September 11 – Emergency Preparedness and Security," New Jersey Bankers Association, December 18, 2001.

Workshop Presenter, "Multidimensional Merger Communications," 2001 PRSA International Conference, Atlanta, October 2001.

Program Moderator, "Shareholder Lawsuits," PRSA Financial Communications Section Teleconference, August 16, 2001.

## **2000**

Workshop Presenter, "Telephone Conference Calls," 2000 PRSA International Conference, Chicago, October 2000.

## **1999**

April 26, 1999: Program Chair, "The Year 2000 Computer Problem and its Implications for the Financial Markets," New York Society of Security Analysts, April 26, 1999. Video available for purchase. Please contact [steve@lubetkin.net](mailto:steve@lubetkin.net).

March 10, 1999: Panel Chair, "How to Reach Conventional News Media Using the Internet," PRSA Technology Section's second annual National Technology Conference, Washington DC

## **1998**

October 1998: Roundtable moderator, Public Relations Society of America International Conference, Boston, MA.

February 1998: Public Relations Society of America, Philadelphia Chapter, presentation on Internet research

February 1998: Temple Beth Sholom Men's Club, breakfast presentation on the Internet.

January 1998: South Jersey Communicators' Club, breakfast presentation on the bond rating process

## **1997**

November 1997: Roundtable moderator, Public Relations Society of America International Conference, Nashville, TN

November 1997: Section program chair, Technology Section, Public Relations Society of America International Conference, Nashville, TN

July 1997: Temple Emanuel Summer Services, presentation on "The Digital Jewish Family," about using the Internet for genealogical research

## **1996 and earlier**

American Library Association's Business Reference and Special Services (ALA/BRASS), July 1996. Outline on ALA Website.

PRSA Technology Section's annual MegaTech Day, program chair and moderator, 1993, 1994, 1995, 1996, 1997.