



PR ETC.

PUBLIC RELATIONS • EVENT PLANNING • MARKETING

220 East State Street, Suite G-2

Rockford, Illinois, 61104

815.282.9976 Fax 815.282.9986

www.pretc.net

Contact:

Rebecca Kopf

(815) 282-9976

PR Etc. Selected As Event Coordinator For Go Global Conference

ROCKFORD, IL (August 18, 2009)—PR Etc. was hired to assist with event management, planning, marketing and logistics activities for the Go Global conference scheduled for April 21-22, 2010 at the Clock Tower Resort & Conference Center in Rockford, Ill. As the event coordinator, PR Etc. will oversee all activities relating to on-site coordination, speaker logistics, marketing, media relations, social media outreach and volunteer recruitment.

PR Etc. will also work with the Go Global planning committee's partners, which include representatives from SupplyCore, Rockford Chamber of Commerce, Rockford Area Economic Development Council, Greater Rockford Airport Authority, US Bank and the IL/WI chapter of the National Defense Industrial Association (NDIA).

The third annual Go Global conference provides education and opportunities for businesses to build and strengthen global partnerships. The two-day event will feature business exhibits and more than 25 speakers who will lead seminars related to engaging in the global market.

PR Etc. (www.pretc.net) is a full-service public relations, event planning and marketing firm which helps organizations gain a competitive edge in the marketplace through strong marketing programs that deliver measurable results. Its customized services ensure that its clients' programs are implemented in a professional and timely manner and that their messages are proactively and effectively communicated. PR Etc. has offices in Rockford, IL and Madison, WI.

###