



KellyeCrane: [@VirtueIMC](#) [@PRProSanDiego](#) Wouldn't say it's for "cool kids" (lots off non-members are cool!) - depends on your biz strategy. [#solopr](#)

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cherrisef: RT [@SoloDovePR](#): [@KellyeCrane](#) often times is hard to get agency experience because they want agency experience [#solopr](#)

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krisTK: Q2: if can't go to natl conference, look for district conference in your area. OKC in April, Baton Rouge in Sept are two I'll go to [#solopr](#)

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VirtueIMC: AGREED! RT [@PRProSanDiego](#): The truth: I couldve gotten just as much from [#PRSA09](#) by attending ntwkg events & playing welcome wagon! [#solopr](#)

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mdbarber: RT [@PRProSanDiego](#): The truth: I could have gotten just as much from [#PRSA09](#) by attending networking events & playing welcome wagon! [#solopr](#)

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tracybb: I prefer networking at events in my industry. & luckily tech has lots of events. Plus, there are more opportunities for work there. [#solopr](#)

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mdbarber: Re: giving a break to solos...you can't believe how many groups want breaks. All have their cases, just as solos do. Just not poss. [#solopr](#)

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ShaneKinkennon: I'm late. I'm late to a very important date. [#soloPR](#)

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LScribner: I agree [@virtuelmc](#) the networking around [#PRSA09](#) was great! Met lots of great people from all over [#solopr](#)

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KellyeCrane: [@LeighFazzina](#) To move beyond just having a presence on different social networks-overarching strategies. Also measurement. [#solopr](#)

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krisTK: Agree 100% RT [@KellyeCrane](#): Q2: At events like PRSA, the learning from other attendees is often the best part. [#solopr](#)

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VirtueIMC: [@PRProSanDiego](#) totes agree! Was a member for many years (inc PRSSA) until I went [#soloPR](#) - now it feels like the "cool-kids" club

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mdbarber: This is really true. RT [@KellyeCrane](#): Q2: At events like PRSA, the learning from other attendees is often the best part. [#soloPR](#)

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tracybb: [@PRProSanDiego](#) I fully agree! It is way too exp. and they don't give a break to soloists. [#soloPR](#)

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mdbarber: So TRUE: RT [@KellyeCrane](#): When youre old, youll be too tired. :-) RT [@SunRiseCom](#): RT [@mdbarber](#): [work @ agencies] when youre young. [#soloPR](#)

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LeighFazzina: How was "next level" defined? RT [@KellyeCrane](#): Q2: I was at [#PRSA09](#) lots of interest in taking SM 2 the next level. [#soloPR](#) [#smchat](#)

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KellyeCrane: Q2: At events like PRSA, the learning from other attendees is often the best part. [#soloPR](#)

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krisTK: Q2: I've never felt I didn't get my money's worth from [@PRSA](#) national conference, but always pause b4 registering. [#soloPR](#)

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SoloDovePR: [@KellyeCrane](#) often times is hard to get agency experience because they want agency experience [#soloPR](#)

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VirtuelMC: [@krisTK](#) so many are going solo cuz the market is pushing them from their positions - make it in- rather than exclusive to further [#soloPR](#)

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PRProSanDiego: Love PRSA, am San Diego APR Chair & on the board, but dues & conf. fees don't provide enough ROI for most of us solos to justify. [#soloPR](#)

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mdbarber: [@Rachel_366](#) [@SunRiseCom](#) Large agency not necessary but great for experience & their PD is really great. [#soloPR](#)

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PRProSanDiego: Heard over & over at [#PRSA09](#): collaborate & listen. Communication has never been one direction but now not listening is fatal. [#soloPR](#)

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justineboucher: RT [@ValerieSimon](#): Check out [#soloPR](#) chat (in progress) Great advice for public relations consultants! [#PRadvice](#)

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KellyeCrane: RT [@krisTK](#): Q2: I wrote post about the Sunday session for indy



[KellyeCrane](#): RT [@krisTK](#): q2: I wrote post about the Sunday session for indy practitioners for PRSA blog. Have my notes too. <http://bit.ly/2OWgIb> (expand)

[#solopr](#)

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[SunRiseCom](#): lol! RT [@KellyeCrane](#): When youre old, youll be too tired. :-) RT [@SunRiseCom](#): RT [@mdbarber](#): [work at agencies] when youre young. [#solopr](#)

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[mdbarber](#): PRSA's value is in networking and PD offered. Web site has robust search, lots of value for members. Must join in; not just pay dues [#solopr](#)

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[KellyeCrane](#): Q2: People have moved beyond the "what is it" phase, and are looking for best practices on integrating SM into the rest of PR. [#solopr](#)

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[krisTK](#): [@VirtuelMC](#) Amen. SuperSaver rate for 2010 conference is more than \$1000. I can do 3-4 conf for that \$\$ [#solopr](#)

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[krisTK](#): q2: I wrote post about the Sunday session for indy practitioners for PRSA blog. Have my notes too. <http://bit.ly/2OWgIb> (expand) [#solopr](#)

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[KellyeCrane](#): When you're old, you'll be too tired. :-) RT [@SunRiseCom](#): RT [@mdbarber](#): [work at agencies] when youre young. [#solopr](#)

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[mdbarber](#): PRSA conf great for networking, relationships. PD is terrific too. Cost seems expensive but pays dividends in long run. [#solopr](#)

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[VirtuelMC](#): q2 My "complaint" is that there isn't a "solo" pricing for membership - the exp to join & participate can be prohibitive [#solopr](#)

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[KellyeCrane](#): Q2: I was at the PRSA conference in SD, and there was a lot of interest in taking social media to the next level. [#solopr](#)

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[LScribner](#): Q2 I didn't go to [#PRSA09](#) so would love to hear some feedback [#solopr](#)

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[LaurenBan](#): RT [@mdbarber](#) [@KellyeCrane](#): [@csojda](#) I always liken agencies to boot camps. Really hard work, but you learn a lot. [#solopr](#)

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[SunRiseCom](#): RT [@mdbarber](#): Do when youre young <<----- I agree. Get it in at



the beginning of your career!! [#solopr](#)

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...the beginning of your career!! [#solopr](#)



[mdbarber](#): So true!!! RT [@KellyeCrane](#): [@csojda](#) I always liken agencies to boot camps. Really hard work, but you learn a lot. [#solopr](#)

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[tracybb](#): Having had large and small agency exp. helped enormously. From small: how to run things on small scale. From large: big idea strat. [#solopr](#)

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[tgruber](#): [@KellyeCrane](#) I find it hard to not overstep and take on more of the mktg role I'm accustomed too but find clients like the insight [#solopr](#)

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[krisTK](#): [@csojda](#) Only if it's the right agency. I'm biased but small agency provided me w variety of experience, client, and hands on work [#solopr](#)

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[SarahDawley](#): [@csojda](#) I think agency exp is great right out of school because of how different the work is. Gives you a broad base of exp. [#solopr](#)

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[KellyeCrane](#): [@csojda](#) I always liken agencies to boot camps. Really hard work, but



[tracybb](#): [@EvilPRGuy](#) I agree. [#solopr](#)

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[arikhanson](#): [@KellyeCrane](#) But, admin side is imp too. You know how to track time, bill, forecast, etc. [#solopr](#)

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[arikhanson](#): [@KellyeCrane](#) Biggest adv is agency folks know how to "consult." That's a key skill IMO. Don't always learn that on corp side. [#solopr](#)

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[KellyeCrane](#): Q1: I started in agency life, and I think it helps initially with understanding how to track hrs, estimate. [#solopr](#)

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[EvilPRGuy](#): Q1 There's no better place to learn how to pitch for business than an agency setting [#solopr](#)

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[LScribner](#): Hi all Lori here 11+ in agencies 5+ [#solopr](#)

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[smruss](#): Q1. Think Agency exp helps U 2 juggle multiple accounts, multiple projects, but I think corp exp is equally important. [#solopr](#)

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[tracybb](#): Yes, agency background def. helps! I worked at both small and large agencies and both helped teach me how to run my own shop. [#solopr](#)