



## Marketing in the Post-Advertising Age

*Your People LLC's first conference to teach business owners, non-profits about savvy 21<sup>st</sup> century marketing and PR.*

**FOR IMMEDIATE RELEASE**  
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SOUTHFIELD, Mich.- In the most challenged economy this region has seen in decades, **Your People LLC** has kept growing at a vigorous pace. Even still – not every company can afford the savvy Public Relations and Marketing expertise offered by **Your People LLC** and its leader, Lynne Cohn Schreiber.

So in an effort to empower local businesses to learn how to market and promote themselves, **Your People** will host a conference on Marketing in the Post-Advertising Age on January 20, 2010 at The Corners in West Bloomfield.

“This new economy requires a different way of thinking and a different way of marketing than anything we’ve ever known,” says Lynne Cohn Schreiber, Chief Creative Officer and Founder of **Your People LLC**. “Throughout my career, I’ve been fortunate to have incredible mentors who taught me to share what I know and to help others.”

The half-day seminar includes sessions by Schreiber and other speakers, including Sue Burstein-Kahn of ALS of Michigan, Dan Glisky of Digital 10 Network, and Becca Schluskel and Steve Jaszgur of Joe Cornell Entertainment. Session topics include crisis management, what is public relations?, community marketing, social media savvy, captive audience advertising and non-profit marketing.

The conference is open to anyone who would like to learn how to jump-start and build their career, business or agency, but capacity is limited to 75 participants. Pre-registration costs \$30; at-the-door registration is \$40.

*Marketing in the Post-Advertising Age: How to MAKE IT in the new economy* will take place January 20, 2010, 8-11:30 a.m., at The Corners, 2075 Walnut Lake Rd., West Bloomfield. For information and registration, call (248) 376-0406 or email [lynne@yourppl.com](mailto:lynne@yourppl.com).

A former journalist, Schreiber created Your People in 2007. Clients include Southfield-based **Hiller’s Markets, Joe Cornell Entertainment** and **AVE Office Supplies; Orchard Mall, Yoga Shelter, Frameable Faces Photography**, cookbook author **Samira Cholagh** and **Maria’s Bridal Couture** in West Bloomfield, the **Hiller ALS Center at Wayne State University** in Detroit, **Digital 10 Networks** in Novi, and others. **Your People** did the branding and launch for Rochester Hills-based **Healthy 4 Life** and has worked on branding and marketing for **Hacienda Mexican Foods, Elite Kosher Catering** and **Zoup!**.

“Now more than ever, it is imperative to consider every marketing and promotions step that a company undertakes,” says Schreiber. “It can mean the difference between hobbling along and really distinguishing your company from the rest.”

**Your People LLC** provides strategic public relations and marketing campaigns that include print efforts, Web 2.0, social media marketing, event-planning and website development and other multi-tiered community-focused initiatives.