



Hitting a Bull's Eye in the New Communication Age

Dental Editors University 4

It's back to the future! Whether you've been a dental editor or managing editor for two months or 20 years, you'll benefit from Dental Editors University 4. Enjoy the opportunity to hang out with other individuals who do what you do: wrestle with new media, brainstorm story ideas, meet deadlines, and serve as the voice of dentistry. **Mary Byers, CDE, CAE is our professor!**

Learn About:

- ✘ **Integrating Social Media with "Traditional" Association Publications**
- ✘ **Electronic Publication Management**
- ✘ **New Horizons in Publishing**
- ✘ **Enhancing Advertising Revenue**
- ✘ **Why the "Old" Way is no Longer Okay**
- ✘ **Case Studies**

School Dates: All Day, February 23, 2012 and from 8 AM -12 Noon on February 24, 2012

Location: American Dental Association Building, Chicago, Illinois

Tuition: AADE Members \$120 / Non-Members: \$190*

Sponsored by: American Association of Dental Editors (AADE) in conjunction with the support of the American Dental Association (ADA) and the International College of Dentists (ICD).

**Non-Members become 2012 AADE individual members upon paying their tuition.*

www.dentaeditors.org