

**PRSA-NY, in cooperation with CCI-Corporate Communication International at Baruch College/CUNY, and the PRSA Technology Section proudly presents:**

## **A Special Presentation, Champagne Reception and Book Signing/Launch Party Featuring NICK BILTON**

**Wednesday,  
September 22, 2010**

**6:00 - 8:00 PM  
Champagne Reception**

**Baruch College  
Performing Arts  
Center's Engelman  
Recital Hall  
55 Lexington Ave @  
E. 25th St  
New York, NY 10010**

PRSA-NY  
gratefully  
acknowledges  
CCI  
for hosting this program.

**REGISTER ONLINE @  
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FAX completed  
registration to  
973-575-1445**



Public Relations Society of America  
New York Chapter  
41 Madison Avenue, 5th Floor  
New York, NY 10010  
Phone: 212 228-7228  
Fax: 973 575-1445  
Email: info@prsany.org

Mr. Bilton, the lead technology writer for the New York Times Bits blog and a reporter for the paper, provides a new and often counterintuitive understanding of how a radically changed media world is influencing human behavior.

For example he explains why social networks, the openness of the Internet, and handy new gadgets are not just vehicles for telling the world what you had for breakfast but are becoming the foundation for "anchoring communities" that tame information overload and help determine what news and information to trust and consume and what to ignore. He also shares:

- \* The way our brains are adapting and the positive effect of new media narratives on thinking and action. One fascinating study, for example, shows that surgeons who play video games are more skillful than their non-playing counterparts.

- \* By understanding how the Internet is creating a new type of consumer, the "consumnivre," living in a world where immediacy trumps quality and quantity, we see who is dictating the type of content being created.

- \* Why the map of tomorrow is centered on "Me," and why that simple fact means a totally new approach to the way media companies shape content.

- \* Why people pay for experiences, not content; and why great storytelling and extended relationships will prevail and enable businesses to engage with customers in new ways that go beyond merely selling information, instead creating unique and meaningful experiences.

- \* A walk on the wild side-through the porn industry-we see how this business model is leading the way, adapting product to consumer needs and preferences and beating piracy.

Join us as Mr. Bilton discusses his provocative new book and then celebrate afterwards with champagne and receive a custom autographed copy.

### AUTHOR

Featuring New York Times Technology Writer **NICK BILTON**, author of the soon-to-be published book: *"I LIVE IN THE FUTURE & HERE'S HOW IT WORKS: Why Your World, Work and Brain Are Being Creatively Disrupted,"* published by Crown Business

**Nick Bilton Book Signing  
Wednesday, September 22, 2010**

PRSA Members & \*\*CCI Members \$75.....Non-members \$95.....  
Includes Autographed Book

A fee of \$5 is added to these amounts for on-site registration

Name _____	Title _____
Company _____	Address _____
City _____	State _____ Zip _____
Phone _____	Email _____
Print name as it appears on card _____	
Credit Card # _____	Exp. date _____
Signature _____	<input type="checkbox"/> Visa <input type="checkbox"/> MasterCard <input type="checkbox"/> American Express <input type="checkbox"/> Check

**REGISTRATION IS AVAILABLE ONLINE AT WWW.PRSANY.ORG**

**\*\*CCI Members must contact the PRSA-NY Office at 212-228-7228 to register for this event.**

Reservations and cancellations will be accepted until noon on Monday, September 20, 2010 and must be submitted in writing. If you do not cancel by the deadline, you remain responsible for the registration fee.