



NEWS RELEASE

Seroka

www.seroka.com

Contact: Melinda Galow
Account Coordinator
Seroka Public Relations
262-523-3740
melinda@seroka.com

AGENCY EXECUTIVE SCOTT SEROKA SPEAKS TO ILLINOIS ASSOCIATION OF MORTGAGE PROFESSIONALS ON HIGH-IMPACT PUBLIC RELATIONS

Waukesha, Wis. – October 9, 2007 – Seroka, a national marketing, advertising and public relations firm, is pleased to announce that Scott Seroka, Vice President of Seroka, presented an educational seminar on public relations best practices to mortgage professionals at the Illinois Association of Mortgage Professionals 18th Annual Fall Conference. The presentation, *High-impact PR on a Low PR Budget*, was a break out session drawing conference attendees looking to structure an effective public relations plan on a reasonable budget.

“It was a pleasure speaking to mortgage professionals on how media coverage can grow their business. As experts in their field, these professionals have something of value to share with the public, and the media provides a valuable tool for doing just that,” stated Scott Seroka. “High-impact public relations cultivate positive perceptions, build goodwill and position the person or company as a valid source — all things necessary to generate business.”

Attendees learned the importance of internal and external research, establishing goals and knowing one’s audience prior to structuring and carrying out the public relations plan. Scott Seroka suggested corporate events, event sponsorships, feature stories and press releases as leverage for gaining media coverage and placing a company at top-of-mind.

As Vice President, Scott Seroka is involved in new business development and agency operations. He is certified in account services, agency financial management and agency operations through Second Wind, an information resource for advertising agencies, design firms and related businesses. Scott facilitates a variety of marketing-related seminars including, *10 Things You Should Know When Creating Your Marketing Campaign*, *Turning Satisfied Customers into Loyal Customers*, *Connecting People with Your Brand* and more.

About Seroka

Headquartered in Waukesha, Wis., with an office in Los Angeles, Calif., Seroka is a full-service branding, marketing, public relations, strategic planning and advertising firm that serves a nationwide client base with specialties in the financial and healthcare industries. For more information, contact at 262/523-3740 or view its website at www.seroka.com.

###