

NEWS RELEASE
For Immediate Release
Contact: Heather Hawes
630.772.1022
heatherh@ConstructionMarketingAssociation.org

Supercharge Your PR Webcast January 14

Naperville, IL—January 4, 2011—A webcast entitled *Supercharge Your PR for Construction Markets* is now open for registration on the Construction Marketing Association (CMA) [website](http://www.constructionmarketingassociation.org/). The free webcast for members and non-members is scheduled for Friday, January 14, 2011 at 12 pm CST.

<http://www.constructionmarketingassociation.org/>

The webcast will include panelist Paul Deffenbaugh, Chief Content Officer of [Deep Brook Media](http://www.deepbrookmedia.com/), and former Editorial Director of [Reed Construction Group](http://www.reedbusinessinformation.com/index.asp?layout=productsMain), along with Neil M. Brown, Chairman of the Construction Marketing Association.

<http://www.deepbrookmedia.com/>
<http://www.reedbusinessinformation.com/index.asp?layout=productsMain>

Brown will share a recent whitepaper on how publicity is changing, how to integrate social media with PR for dramatic results, and identify several electronic distribution options. Deffenbaugh will provide an editors perspective on how marketers can more effectively manage press releases, articles and placements, along with new outlets for PR content.

"Free publicity is always important to construction marketers, but in a soft economy, PR is critical. But the rules of PR are changing, and integrating PR and social is a huge opportunity for companies and brands of all sizes," states Neil M. Brown.

To **register** for the Free Supercharge Your PR Webcast, link to:
http://www.constructionmarketingassociation.org/CMI_Events.cfm.

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ABOUT CMA

The Construction Marketing Association (CMA) provides professional development and training, resources and information, networking and recognition to marketers in the construction industry. Full information on the association is available on the website at www.ConstructionMarketingAssociation.org. The site links to the [Construction Marketing Blog](#) with marketing news, resources and related content, and the association's [Twitter](#), [Facebook](#), [YouTube](#) and [LinkedIn](#) pages. Questions? Contact Neil Brown at 630-579-8383.

ABOUT PAUL DEFFENBAUGH

Paul Deffenbaugh has more than 20 years in the residential construction. His background includes editorial director for the Residential Construction Group at Reed Business Information for Professional Builder, Professional Remodeler, Custom Builder, Housing Giants, and HousingZone.com. In addition, Paul was co-founder of the Remodeler's Guild, a national remodeling company. Deep Brook Media develops content and strategies for leading construction brands. Deffenbaugh has appeared on CNBC, Wall Street Reports, and CBS This Morning. He is a three-time winner and five-time finalist of the coveted Jesse H. Neal Award for editorial excellence, and has been recognized several times by the American Society of Business Publication Editors and the National Association of Real Estate Editors. Paul earned a degree in Philosophy from Wabash College in Crawfordsville, Ind. and has a Master of Fine Arts in creative writing from George Mason University in Fairfax, Va.



ABOUT NEIL M. BROWN

Neil M. Brown is Chairman of the Construction Marketing Association, and Chief Marketing Officer (CMO) of Construction Marketing Advisors. Prior to these roles, Brown was CEO of numerous marketing consulting and creative agencies for the past 15 years, managing some of the biggest brands in the construction sector. Brown was a brand manager at electrical products marketing powerhouse IDEAL Industries, and later CMO of an architectural metals manufacturer. Neil earned an MBA from Northern Illinois University, and a BS-Marketing from Southern Illinois University. Neil is a frequent speaker, author and contributor to *Advertising Age*, *BtoB* magazine, *Marketing News* and many other publications.



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