

July 14: Brewing Disruption: The Story of Iron City Coffee

Benjamin Franklin said, "Either write something worth reading or do something worth writing." As marketing communicators, we need to know how to do both. In this PR Masterclass, **Top Hat founder Ben Butler**, APR talks about the development of Iron City Coffee — the latest Pittsburgh Brewing innovation as seen in the Tribune Review, WPXI, and Mayor Peduto's Twitter feed. Through this freshly brewed campaign, he will teach you how to research, ideate, and deploy disruptive ideas that will get the media and audiences writing about your company across channels.



Guest Speaker: Ben Butler

Ben Butler, APR is the founder of Top Hat — an award-winning design and marketing communications agency with offices in Pittsburgh and St. Petersburg, FL. Ben has been inducted into the PRSSA National Hall of Fame, and has been named: Pittsburgh Business Times 30 Under 30, North Allegheny Under 40 Distinguished Alumni, PRSA PR Entrepreneur of the Year, an Incline Under 40 Communicator, and one of Spin Sucks 10 PR Professionals to Follow. He's also Accredited in Public Relations (APR), a distinction held by less than 20-percent of all communicators globally, and a Certified Cicerone®, the beer industry's equivalent of a Sommelier.