



Absolutely PR's Maggie Chamberlin Holben, APR, Receives Certification as an Industry Analyst Relations Practitioner

Maggie Chamberlin Holben, owner of Absolutely Public Relations in Metro Denver has been certified as an Industry Analyst Relations Practitioner (CIARP). Holben adds this professional certification to her credentials, in addition to being accredited in public relations (APR), which she achieved and has maintained through the Public Relations Society of America since 1985. The CIARP certification is offered through The Knowledge Capital Group Inc. (KCG), Austin, TX.

Denver, CO, October 23, 2005 --([PR.com](http://www.pr.com))-- Maggie Chamberlin Holben, owner of Absolutely Public Relations in Metro Denver has been certified as an industry analyst relations practitioner (CIARP). The announcement is made by Holben who says she now holds the CIARP professional certification in addition to being accredited in public relations (APR) through the Public Relations Society of America. The CIARP certification is offered through The Knowledge Capital Group Inc. (KCG), Austin, TX (<http://www.knowledgecap.com>). KCG is the global leader and foremost authority in Industry Analyst Relations.

“I took part in KCG's 'Working With The Analysts' seminar in Orlando, FL, earlier this month and passed the certification exam that followed,” Holben explains, “Our training was lead by William S. Hopkins, CEO and founder of KCG, who as a former industry analyst and senior marketing executive brought an unparalleled depth of knowledge and insight to the seminar.”

According to Holben, she participated in this specialized training to expand and demonstrate her knowledge and understanding of analyst relations in order to more effectively counsel both existing and future Absolutely PR clients.

“Analyst relations isn't simply a repackaging of a media relations program targeted to journalists. The successful AR strategy is planned, timed and executed entirely differently,” Holben says. “KCG's seminar is recognized and used as training by the world's leading AR teams, including HP, IBM, Xerox, Cisco.”

More About Knowledge Capital Group

KCG is the first and only firm that was founded and run by former industry analysts with deep practical business experience in sales, marketing, and executive management. KCG's balanced insight into the analyst relations business is built on this width of perspective. Over 1,000 Analyst Relations professionals representing over 700 companies have attended KCG's "Working With the Analysts" seminar - which is currently offered throughout the US, Europe and the Pacific-Rim. KCG has also provided fixed price, methodology-based, customized AR strategy advice to over 300 companies worldwide. Current clients range from Doubleclick, Covigna & Epicor to global giants like HP, Sun, Peoplesoft and Cisco. For additional information, go to <http://www.knowledgecap.com>.

More About Public Relations Society of America (PRSA)



The Public Relations Society of America (www.prsa.org), based in New York City, is the world's largest organization for public relations professionals. The Society has more than 28,000 professional and student members. PRSA is organized into 114 Chapters nationwide, 19 Professional Interest Sections along with Affinity Groups, which represent business and industry, counseling firms, independent practitioners, military, government, associations, hospitals, schools, professional services firms and nonprofit organizations. The Public Relations Student Society of America (PRSSA) has 270 Chapters at colleges and universities throughout the United States. Additional information about the Accredited in Public Relations (APR) designation is found at this link:
http://www.prsa.org/_Advance/apr/index.asp?ident=apr1.

More About Absolutely PR

Absolutely Public Relations specializes in media relations, the strategies and tactics necessary to achieve impactful editorial placements in the national, trade press and local media. Maggie Chamberlin Holben, owner, is accredited by the Public Relations Society of America and is a member of its Counselors Academy. In addition, Holben is now certified as an industry analyst relations practitioner. Holben brings more than 25 years experience to her clients and is frequently interviewed by the media as a Public Relations Expert. The ideal client for Absolutely PR has an interesting story to tell, executive commitment to and understanding of PR, and plenty of news hooks. You can learn about news hooks at the website <http://www.AbsolutelyPR.com>. Absolutely PR also offers <http://www.PublicRelationsNewsroom.com>, <http://www.DenverPRNewsroom.com>, <http://www.Expert411.com> and <http://www.Online-Presskit.com> to help clients achieve media awareness success.

For further information about Maggie Chamberlin Holben go to <http://www.maggieholben.com>. Holben's Expert Information For Journalists profile is found at: http://expert411.com/_wsn/page2.html.

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