



## PCE WEB SITE AND ONLINE DIRECTORY

Professional Communications Exchange (PCE) is now online at [www.thecommunicators.org](http://www.thecommunicators.org).

### THE PCE WEB SITE

With the debut of PCE's interactive Web site in April 2000, the group's ability to market itself and its highly skilled membership has dramatically increased.

The former printed version of the PCE directory of members' capability statements was costly to print and to mail. It was updated only semi-annually and reached just a small number of agencies and corporations. Now, with the online version, the number of individuals, agencies, and corporations with access to the directory is limitless.

At this time, the site features an "About PCE" section, the online directory (available as a downloadable PDF for off-line browsing), a "Contact PCE" section, and an "Events" section where members and guests can read about and RSVP to bi-monthly meetings, "coffee house meetings," and other upcoming networking events. Plans for a "Members Only" password-protected section are currently being discussed.

As a work in progress, the PCE Web site continues to evolve. And as it does, we will continue to promote the site, directing agencies and corporations to our talented pool of independent marketing communications and public relations consultants.

### ONLINE DIRECTORY — VALUE-ADDED BENEFITS

Members will find they have greater control over their personal listings now that the PCE Directory is online. Check out these new value-added benefits:

1. **Quarterly Updates**—Update your listing 4 times a year.
2. **Multiple Listings**—Link your listing to one or more categories in the directory.
3. **Logo/Photo ID**—Include your photograph or company logo with your listing.
4. **Display Work Samples**—Directly link up to four samples of your work to your listing for prospective clients to review online.
5. **Link Clients Directly to Your Page**—Refer prospective clients directly to your online listing by using your URL in correspondence ([www.thecommunicators.org/dir/your-name.html](http://www.thecommunicators.org/dir/your-name.html)).
6. **24/7 Availability**—Prospective clients can access your listing 24 hours a day, 7 days a week.

### COST OF LISTING

Free with membership. The annual dues paid by our membership cover the cost required to host, maintain, develop, and promote the PCE Web site.

For more information, visit [www.thecommunicators.org](http://www.thecommunicators.org), e-mail [info@thecommunicators.org](mailto:info@thecommunicators.org), or call Jan Works at (714) 990-0369.