SAN DIEGO: All Things Social

Terms:  
All Things Social Media San Diego, Business Wire Local Events

Location:  
DoubleTree by Hilton San Diego Mission Valley  
7450 Hazard Center Dr  
San Diego, CA, 92108  
United States  
See map: Google Maps

Subtitle:  
With Business Wire’s Serena Ehrlich

Date and Time:  
7/23/14 11:30 am - 1:30 pm PDT

Event URL:

Registration Link:

Registration Details:  
This is a FREE Business Wire event. Please RSVP by July 21st to Bryon.Conner@businesswire.com.

Speaker(s):

Director, Social and Evolving Media, Business Wire

Over the last 20 years, Ehrlich has worked closely with public and private companies providing guidance on IR/PR and overall consumer behavior relations trends. Before returning to Business Wire in September 2013, Ehrlich created and implemented successful local, national and international social, mobile and traditional marketing campaigns for a wide range of brands including docstoc, Mogreet, Kraft, Kohls, Avon and Mattel.

Ehrlich graduated from Brandeis University with a B.A. in History in 1987. She started her career in advertising where she developed an understanding of branding from a large-scale perspective, but it was her 14 years in the newswire industry that placed her squarely at the forefront of a technical, sociological and influential revolution changing the face of communications. In 1994, Ehrlich was part of a small team who introduced the communications industry to the Internet via a series of first-ever conferences, and her love of technology hasn't stopped since.

Currently, Ehrlich serves on the boards of the International Social Media Club (founding board member), Social Media Club Los Angeles and the NIRI (National Investor Relations Institute) Los Angeles chapter. In 2013, she was named as one of the Top 25 Women in Mobile to Watch by Mobile Marketer.

Come join us as we explore the current trends within the social media world and how to get the most out of your press releases.

We will cover:

- How to incorporate social media into all press releases.
- 2014 Social Media Trends to Watch.
- How Business Wire can help you monitor the social media channels, and more!

All Day Event:  
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Language:  
English

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