SEATTLE: All Things Social

Terms:
All Things Social Media Seattle  Business Wire Local Events

Location:
One Union Square Boardroom
600 University Street
Seattle, WA, 98101
United States
See map: Google Maps

Subtitle:
Maximize your PR with Serena Ehrlich

Date and Time:
8/6/14 12:00 pm - 2:00 pm PDT

Event URL:

Registration Link:
Registration Link Title

Registration Details:

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.

Please join Business Wire Seattle as we explore current trends in social media and how to get the most out of your press release. We'll cover the best practices out there, what top companies are doing, how to incorporate social media into all press releases, how Business Wire can help you monitor social media channels and more!

Join us for lunch and networking opportunities, followed by an intimate Question & Answer session with Business Wire's Serena Ehrlich, named by Mobile Marketer as one of 2013's “Top 25 Women in Mobile to Watch.” Please bring your business cards and questions.

**All Day Event:**
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**Language:**
English

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