[NEW YORK] State of the Union Breakfast: Living in Times of Media Disruption

Terms:
Communications Week Media Disruption New York Conference Business Wire

Location:
Three Times Square Conference Center
3 Times Square 30th floor
New York, NY, 10036
United States
See map: Google Maps

Subtitle:
Communications Week Complimentary Breakfast Conference

Date and Time:
10/20/14 8:30 am - 11:00 am EDT

Event URL:
Register

Registration Link:
Registration Link Title

Registration Details:
General admission is FREE. Advance registration and Photo ID is required for entrance to the event. If you have any questions prior to the event, please contact Joe Curro, 212-752-9600 ext. 1323 joe.curro@businesswire.com.

Speaker(s):

![Ben Trounson](image-url)

**Director of North American Communications, Tata Consultancy Services**

Twitter: @btrounson @TCS_News

Ben is a UK expat with deep PR expertise in the tech and consumer tech sectors, having worked in the U.S. since 1996 at agencies such as Ketchum and Hill & Knowlton. He has overseen global PR, media and social media campaigns for brands including MasterCard, Xbox 360, Deloitte, Logitech, and Kodak. Ben is currently the Head of Corporate Communications in North American for Tata Consultancy Services, one of the world’s largest IT services and consulting firms, with 305,000 employees and revenues of $14+B.
Chanel Cathey is the Manager of Corporate Communications at Viacom, overseeing external and internal communications for key corporate priorities across: MTV, VH1, BET, Comedy Central, Paramount Pictures, Nickelodeon, TV Land, CMT, Spike TV and other properties. In her role, she manages Viacom’s Marketing Council, which brings together the COO and chief marketers to collaborate on brand marketing strategies and programming.

Eoin Ryan serves as Senior Vice President of AOL’s external communications, which encompasses Investor Relations and Corporate Communications. Eoin joined AOL in November 2009 prior to the spin-off from Time Warner to build AOL’s investor relations department and oversee all investor and financial communications for the company.

Jordan Fischler oversees the east coast technology practice for Allison+Partners. In her 11 years at the agency, she has focused on PR strategy and implementation for technology products and services as well as consumer brands and digital media companies with an eye toward driving consumer adoption. She has played a senior role with YouTube, Mozilla, Spredfast, the launch of MySpace, as well as PR product strategy and support for Samsung including laptops, monitors, printers, cameras, commercial displays and memory.
For over 20 years, Nelson Freitas has harnessed the power of creative thinking and strategic diligence to help brands create change and plan for business sustainability. At Wunderman, Nelson helped reinvent brand consumer relationships for a digital age for iconic brands like Coca-Cola, LEVI'S, Marriott and Citi.

Steve Rubel is Chief Content Strategist for Edelman - the world's largest independent public relations firm. Rubel is responsible for creating and cultivating best practices in content strategy and for piloting innovative media partnerships that blend paid, owned and earned strategies. He serves as a strategic advisor to both the firm's Executive Committee as well as its clients. Rubel publishes regular reports that are based on in-depth interviews with executives and thought leaders in the media, technology and entertainment industries.

Disruption is the new normal for today's communicators with changes in technology and consumption patterns rewriting the rules of engagement on a daily basis.

Business Wire has embraced these changes since 1961, staying at the crest of the wave, and keeping an eye out for the best way to communicate our clients' news to the public.

Please join us for a complimentary conference and breakfast on Monday, October 20, 2014 at 8:30 AM ET for our 'State of the Union -- PR and the Media' panel discussion in New York City. Topics to be discussed include key issues impacting communications professionals - from an overview of the current state of the media to best practices for creating a successful PR program in 2015 and beyond.

Event Highlights:
- Current State of the Media Industry
- Integration of Public Relations, Investor Relations, Marketing & Advertising
- Content Creation, Delivery and Distribution Platforms
- Dynamic between Communications Professionals, Media and the Public
- Development, Distribution, Consumption and Engagement of Information
- Listening, Measuring and Responding to PR Campaigns
- What's Next and Changing Strategies

Communications Week is a cross-industry celebration of the public relations, communications and media industries. The inaugural week will consist of inspirational, informational and social events for those interested in PR, communications and media held at various locations around New York City and online.

For more information, visit http://www.communicationsweek.org/

All Day Event:
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Language:
English