[NASHVILLE] How Technology, Behavior and Google turned 2014 into the Year of PR

Terms:
Business Wire Local Events, Media Technology Behavior Google turned 2014 Year PR

Location:
Amerigo
1920 West End Ave
Nashville, TN, 37203
United States
See map: Google Maps

Date and Time:
11/13/14 11:00 am - 1:00 pm CST

Event URL:

Registration Link:
Registration Link Title

Registration Details:
This is a FREE Business Wire event. RSVP to Denise Grayes, denise.grayes@businesswire.com by Friday, November 7, 2014.

Speaker(s):

Director, Social & Evolving Media, Business Wire

Over the last 20 years, Ehrlich has worked to provide guidance on investor relations, public relations and overall consumer behavior relations trends. Ehrlich started her career in advertising where she developed an understanding of branding from a large-scale perspective, but she credits her 14 years in the newswire industry for placing her at the forefront of the technical, sociological and influential revolution changing the face of today's customer communications. Prior to rejoining Business Wire in 2013, Ehrlich designed and implemented successful local, national and international social, mobile and traditional marketing campaigns for brands including Kraft, Kohls, Avon, Mattel and more. A '87 graduate of Brandeis University with a B.A. in History, Ehrlich was named one of the 2013 Top 25 Women in Mobile to Watch by Mobile Marketer. Twitter: @serena

To stay relevant in the business world, it is our job as communicators to stay on top of current trends and the changing landscape in our profession.

Media outlets and channels, social media, search and human behavior have all changed significantly and continue to do so rapidly. As public relations professionals we must embrace and adapt to these changes to advance our programs and careers.

On Thursday, November 13th, Business Wire Nashville will welcome Serena Ehrlich, Business Wire's director of social and evolving media, to discuss ways to adapt to these changes and explore best practices and current trends within PR, social media and SEO. Join us for a fun, engaging presentation and lunch to learn fresh ways to harness these trends and increase the success of your communications program.

All Day Event:
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Language:
English

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