How to Build a Better Online Newsroom

Terms:
NewsHQ  Online Newsroom  Webinar

Date and Time:
3/23/11 1:00 pm - 2:00 pm EDT

Event URL:

Registration Link:
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Registration Details:
Register via the following link: https://www1.gotomeeting.com/register/644779168. After registering you will receive a confirmation email containing information about joining the Webinar.

Speaker(s):

Presenter

- Ibrey Woodall, VP of Web Communications Services, Business Wire

Moderator

- Monika Maeckle, VP of New Media, Business Wire

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Every organization needs an online newsroom. It's the central communications headquarters for all of your company's news, information, and conversations with media, bloggers, consumers and influencers.

Whether you're creating an online newsroom from scratch or updating an existing one, universal tenets apply that can help you make the most of the effort.

In this webinar you'll learn how to:

- Balance interest and utility.
- Organize navigation and content.
- Supply content specifically desired by media
- Tap social media
- Choose your newsroom URL
- Determine staff, training and administrative needs

...and much more.

Don't miss this comprehensive tutorial in how to build a BETTER online newsroom.

System Requirements

PC-based attendees:

- Required: Windows 7, Vista, XP or 2003 Server

Macintosh-based attendees

- Required: Mac OS X 10.4.11 (Tiger) or newer

Language:
Select Language

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