Communications Week (sponsored by Business Wire) Kick Off

Terms:
Cathy Baron Tamraz  Communications Week  Conference

Location:
156 5th Ave.
New York, NY, 10010
United States
See map: Google Maps

Subtitle:
One-on-One with Cathy Baron-Tamraz

Date and Time:
10/20/15 9:00 am - 9:30 am EDT

Event URL:
Communications Week 2015
http://www.commsweek.com/schedule

Registration Link:
Registration Link Title

Registration Details:
Register free of charge.

Speaker(s):
Cathy Baron Tamraz

Join Business Wire Chairman and CEO Cathy Baron Tamraz for a discussion on the impact of technology and proliferation of social channels across the communications industry. From global newswires to local publications, technology has directly changed how news is broken, distributed and consumed. How do reporters learn about breaking news when news is everywhere? How can companies of all sizes cut through the selfies to reach their target audience and motivate them to act? In this session, Tamraz will share her insights and reveal findings from the 2015 Business Wire Media Survey to provide attendees with strategic and tactical steps for successful communications plans.

Communications Week, October 19 - 23, is a cross-industry celebration of the public relations, communications and media industries. This year, Communications Week will focus on innovation in communication. Oftentimes an overused word, innovation is driven by technology, and by people. We’ll look at the pathways defining and impacting the evolution of the communications and media industries.

All Day Event:
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Language:
English

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