Why 2016 is the Year of News Content Visibility

Terms: Business Wire Local Events, Business Wire Los Angeles, Business Wire Media Breakfast, Business Wire

Location:
The Olympic Collection
11301 W. Olympic Blvde. Suite 204
Los Angeles, CA, 90064
United States
See map: Google Maps

Subtitle:
Free Business Wire Event

Date and Time:
4/7/16 8:00 am - 10:00 am PDT

Event URL:

Registration Details:
Email your RSVP to: daniel.hartz@businesswire.com

Speaker(s):

Serena Ehrlich, 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. An ’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. Follow her on Twitter at @serena

Join Business Wire Los Angeles on Thursday, April 7th as Business Wire’s Serena Ehrlich, director of social and evolving technologies, leads an interactive discussion outlining the industry changes that have paved the way for 2016 to be the year of news content.

Media channels, social media, algorithms, search and human behavior have all changed significantly and continue to do so at a rapid pace. As public relations professionals, we must embrace and adapt to these changes to advance both our news programs and our careers.

All Day Event:
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Language:
English

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