
Terms:
Business Wire Local Events  Business Wire Philadelphia  Business Wire

Location:
Maggiano's Little Italy
205 Mall Boulevard
King of Prussia, PA, 19406
United States
See map: Google Maps

Subtitle:
A Free Business Wire Event

Date and Time:
6/14/16 7:30 am - 10:00 am EDT

Event URL:

Registration Details:
Email your RSVP to: john.osborn@businesswire.com.***SPACE IS LIMITED***

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. A ’91 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

At no other time in history have so many people been consuming news. But is your news reaching and activating your key
audiences? In this breakfast session, Serena Ehrlich, Business Wire’s Director of Social and Evolving Media, will discuss how you can
take advantage of the visibility provided by search and social to increase the impact of your news program. This session will cover:

- The modern news consumer, the role of search and social in PR.
- The role of imagery in driving actions.
- Tactical tips for writing a more useful news release.
- Utilizing news release data to support business goals.
- And finally, the changes occurring in the media landscape including intriguing new behaviors from journalists that will impact
  how you work with them.

All Day Event:
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Language:
English

Source URL: https://newsroom.businesswire.com/event/business-wire-local-events/changing-media-landscape-how-journalists-are-changing-and-role-comm