WEBINAR: How BizWireTV Uses Video to Connect with Modern News Consumers

Terms:
BizWireTV Webinar  Webinar  Business Wire

Subtitle:
Business Wire's 15-Minute Expert Webinar Series

Date and Time:
3/3/17 12:00 pm - 12:15 pm EST

Event URL:
Registration Link:
Registration Link Title


On the next 15-Minute “Business Wire Experts” Webinar Series, learn all about Business Wire’s video news division and how they’re using proprietary social media and release engagement data to create a weekly show covering top trending news stories. Discover the types of stories that are seeing the most social engagement and learn about exciting new sponsorship opportunities that can drive measurable results for your news. Watch an episode prior to the webinar to see our most recent content at www.BizWireTV.com.

You’ll learn about the following:
-- BizWireTV’s Format and Editorial Structure
-- Why Video is an essential communication tactic for PR professionals
-- BizWireTV’s distribution model and data on the weekly audiences it reaches
-- Turn-key Sponsorship Opportunities and Branded Content capabilities that are built to help you tell your story
-- This webinar is a must for innovative professional communicators who are interested in hearing about how video is changing the public relations industry.

In our 15 Minute Experts webinar series, we share a wide range of tips and best practices designed specifically to increase the impact and ROI of your communications programming. You will come away with useful tips that you can use immediately to get even better results (ROI) for your clients.

- Episode 1: Using Social Tools to Maximize Visibility
- Episode 2: How do Newsrooms Really See Your News?
- Episode 3: Is Your News Public Policy News?

All Day Event:
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Language:
English

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