
Terms:
- Measurement
- Press Release ROI
- Webinar

Subtitle:
Katie Paine of KDPaine & Partners Talks Measurement

Date and Time:
10/5/11 1:00 pm - 2:00 pm EDT

Event URL:

Registration Link:
Registration Link Title

Registration Details:
https://www1.gotomeeting.com/register/465263744

Archive Link:
Archived Event URL

Speaker(s):
- Katie D. Paine, Founder, KDPaine & Partners and author most recently of Measure What Matters, Online Tools for Understanding Customers, Social Media, Engagement, and Key Relationships
- Sandy Malloy, Senior Information Specialist, Business Wire
- Moderator: Monika Maeckle, Vice President New Media

Author and social media superstar Katie Paine brings her bag of measurement tricks to this Business Wire session with the goal of enlightening us on the most effective methods of measuring what matters.

Many public relations and communications professionals rely on metrics that are either outdated or were never aligned with business objectives. With a mountain of data ranging from impressions and click-throughs to tweets and Likes, how do we determine what's important?

Named one of the 25 women who rock social media, Paine will address these questions and more. Business Wire's own info diva Sandy Malloy will also be on hand to provide insights on the measurement of press releases. Don't miss this special session.

TIME: 10 AM Pacific/ noon Central / 1PM Eastern

Language:
Select Language