WASHINGTON DC: Turning News Into Engaging Digital Content

Terms:
Business Wire Local Events, News Digital Content Engage

Location:
First Amendment Lounge, National Press Club
529 14th St NW
Washington, DC, 20045
United States
See map: Google Maps
Date and Time:
6/26/13 8:00 am - 10:00 am EDT

Event URL:
Registration Link:
Registration Link Title
Registration Details:
Please RSVP by email to DC_CSR_Group@businesswire.com by Friday, June 21. This is a FREE event. Limited seating is available.

Speaker(s):

David Henry, VP of Content Marketing, NextWorks

A 20+ year veteran in PR and marketing video, David has counseled Fortune 500 companies on how to effectively use video and create content that resonates with audiences. NextWorks is a relatively new video and content marketing company created by former Multivu founder, Tim Bahr. Current clients include P&G, Verizon Wireless, BMC Software, Pfizer and GE, among others.

Kieran Fagan, Group Director, WCG

With nearly 20 years of communications experience in areas including corporate communications, issues management, media relations, executive and internal communications and digital media, Kieran has worked on both the corporate side, with Novartis and Bank of New York Mellon, as well as the agency side with clients like PhRMA, Pfizer, Merck and Sanofi. Kieran's experience leading multinational teams has provided strong insights into effective content and use of multimedia. He has also produced award-winning video programs for sales and internal communications.

Christian Clymer

Christian Clymer, Deputy Vice President for Public Affairs, PhRMA

Christian's team at PhRMA is rewriting the book on how organizations use social and video tools for advocacy. In the last three years he has built a social advocacy campaign at PhRMA that was recently recognized by the National Journal as one of the top in Washington. Christian is increasingly using video as the centerpiece for his online strategies to engage key audiences, tell compelling stories and inject humanity into complex policy discussions.

Moderator
Danny Selnick is a 25+ year veteran of the industry. He has acted in an advisory capacity to senior-level communicators working in government, associations, advocacy groups, political campaigns, organized labor, non-profits, foreign governments and corporations. Danny is co-chair of the Professional Development Committee of the National Capital Chapter of PRSA and a member of the National Press Club's Luncheon Speakers and PR/Communications Committees. He's also President of the International Brotherhood of Magicians, Ring 50 for the Washington, DC area.

Video and multimedia assets have become required elements for any communications and marketing program. Video has become the desired means of communications. It's why YouTube is the #1 video site, #2 search engine and #3 largest site in the world. Nearly 449 million people worldwide watch online videos everyday and one in two regularly share those videos (Source: comScore, Feb. 2013). People want to see videos that educate them about products, services or even issues.

- But, what kind of videos should you produce?
- How do you get people to watch them?
- Where to you put the videos?
- How do you get multi-media assets into the hands of your audience?
- Can you see how many people actually saw your images?
- How do you get solid analytics on these assets to determine ROI?

Join Business Wire and NextWorks to hear from leading experts as they discuss strategies for effective videos and images; the different kinds of videos that make a difference; why the traditional videos produced for PR don't work any more, and tips for making your multimedia content effective. As an outcome of the session, you will have a strong understanding of how you can make your multimedia content more effective and generate results.

In addition, attendees will learn:

- The kinds of videos people want to see
- Ways to measure videos and images
- The different ways to leverage video to build your brand
- Steps you can take today to get the most content out of your video shoots
- Ways you can identify what consumers want from your videos and other content
- How you can measure how many people see the images you distribute.

All Day Event: