NEW YORK: Social Media Conversation Lunch

Terms: Business Wire Local Events Social Media Leverage Learn Digital

Location: Business Wire
40 East 52nd Street, 14th Floor
New York, NY, 10022
United States
See map: Google Maps

Subtitle: Listen, Learn & Leverage Conversations in a Digital World: Social Media

Date and Time: 10/17/13 12:00 pm - 1:30 pm EDT

Event URL:
Registration Link: Registration Link Title

Registration Details: This is a FREE event. Space is extremely limited. RSVP to Michelle Lopez at michelle.lopez@businesswire.com or call (212) 752-9600 by Thursday, October 10, 2013. Lunch will be served.

Speaker(s):

![Dave Oldham]
CEO and Founder, NUVI

Social media has evolved from a tool connecting friends - to an indispensable platform for breaking news. This shift has spurred unprecedented changes across all forms of media and its impact on newsroom operations has been epic.

Learn how you, as a communications professional, can now hear, monitor and now respond to the conversation like you never have been able to before.

Join Business Wire for lunch and a conversation and demonstration with Dave Oldham, CEO of NU VI who will share his insight on effective media relations techniques. The emphasis will be on how you can utilize NU VI's social media measurement and sentiment analysis tool to listen, learn and leverage "online conversations." Deep dive into understanding how listening can help tailor and monitor your communications practices and protocol.

- Learn about how social media has changed the way news is gathered, produced and monitored through NU VI.
- Know how to track reader participation, interaction and comments as they can impact news stories.
- Further understand the conversation of your audience to improve the narrative of your brand.
- Open discussion of social media related initiatives as well as best practices and practical tips to help you effectively engage with various constituents today (media, customers, partners, employees, investors, etc.)

Space is limited to the first 20 registrants, so please register today. Lunch will be served.

All Day Event: 0