NEWPORT BEACH: All Things Social

Terms: Business Wire Local Events, Social Media Newport Media Breakfast

Location: DoubleTree by Hilton Santa Ana - Orange County Airport
201 East MacArthur Blvd
Santa Ana, CA, 92707
United States
See map: Google Maps

Subtitle: Media Breakfast

Date and Time: 1/23/14 8:00 am - 10:30 am PST

Event URL:
Registration Link:
Registration Link Title

Registration Details: RSVP by January 21st to kathy.tomasino@businesswire.com. This is a FREE event.

Speaker(s):

Serena Ehrlich, Director of Social & Evolving Media, Business Wire

Over the last 20 years, Ehrlich has worked closely with public and private companies providing guidance on IR/PR and overall consumer behavior relations trends. Before returning to Business Wire as the director of social and emerging media, in September 2013, Ehrlich created and implemented successful local, national and international social, mobile and traditional marketing campaigns for a wide range of company and brands including docstoc, Mogreet, Kraft, Kohls, Avon, Mattel and more.

Ehrlich started her career in advertising where she developed an understanding of branding from a large-scale perspective, but it was her 14 years in the newswire industry that placed her squarely at the forefront of a technical, sociological and influential revolution changing the face of customer communications. In 1994, Ehrlich was part of a small team who introduced the communications industry to the Internet via a series of first-ever conferences, and her love of technology hasn't stopped since.

Ehrlich serves on 3 board of directors, including a founding board member for the international Social Media Club, Social Media Club Los Angeles, and the National Investor Relations Institutes Los Angeles chapter. A 87 graduate of Brandeis University with a B.A in History, Ehrlich was recently named as one of the 2013 Top 25 Women in Mobile to Watch by Mobile Marketer. Follow her on Twitter @serena

Come join us as we explore the current trends within the social media world and how to get the most out of your press releases.

We will cover:

- How to incorporate social media into all press releases.
- 2014 Social Media Trends to Watch.
- How Business Wire can help you monitor the social media channels, and more!

All Day Event: 0

Language: English