BOSTON: All Things Social

Terms: Business Wire Local Events, Social Media Breakfast Boston

Location: Hilton Garden Inn
420 Totten Pond Road
Waltham, MA, 02451
United States
See map: Google Maps

Subtitle: Breakfast

Date and Time: 1/14/14 7:00 am - 10:00 am EST

Event URL:

Registration Link: Registration Link Title

Registration Details: This is a FREE event. Please RSVP at http://goo.gl/nIkjq2.

Speaker(s): Serena Ehrlich

Over the last 20 years, Serena Ehrlich has worked closely with public and private companies providing guidance on investor and public relation trends. Serena has implemented local, national and international social media and marketing campaigns for a wide range of company and brands including Mogreet, LuxuryLink, Viking River Cruises, the unincorporated city of Marina del Rey, Kraft, Kohl's, Avon, Mattel and more.

Serena 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, Serena was part of the Business Wire team who introduced the communications industry to the Internet via a series of first-ever conferences. Her love of technology based communications hasn't stopped since.

As the director of social and evolving media at Business Wire, Serena creates products, services and provides unique insight in the content lifestyle - from creation to consumption to Business Wire's customers. In addition, Serena serves as the Corporate Secretary of the International Social Media Club board of directors, President of Social Media Club Los Angeles, as well as an Communications VP of the National Investor Relations Institute's Los Angeles chapter and is a frequent speaker at local and national Social Marketing related events. She can be found on Twitter (@serena) as well as a wide range of emerging platforms.

Follow her on Twitter @serena

Jen Saragosa

Jen Saragosa is a 15-year veteran of Business Wire and is passionate about helping her clients deliver their news and multimedia content to stakeholders worldwide. She has helped major brands such Staples, Analog Devices and Biogen Idec to increase visibility, boost inbound traffic and make their news more social and engaging. Jen also works closely with PR agencies such as Weber Shandwick and Racepoint Group to run targeted multimedia and international PR campaigns. An active member of PubClub, PRSA and NIRI Boston, Jen holds an MBA from the University of Hartford and a BA in Business from St. Anselm College.

Follow her on Twitter @JenSaragosa

Moderator:

Karen Reynolds

Karen is Regional Manager of the Boston region for Business Wire, a wholly-owned subsidiary of Berkshire Hathaway.

Karen is responsible for the overall accomplishment of office goals as well as day-to-day functions of all reporting sales, client services and newsroom operations. Before joining Business Wire in 1997, Karen was a reporter for the Portsmouth Herald in New Hampshire covering local high school sports teams.
Karen holds a Bachelor of Arts in Journalism and English Literature from the University of New Hampshire.

Follow her on Twitter @LeGallo

Business Wire Boston invites you to join us on Tuesday, January 14, 2014 to learn the current & best practices within Social Media from one of Social Media's top experts, Serena Ehrlich.

Come join Business Wire Boston as we explore the current trends within the social media world and how to get the most out of your press release. We'll cover the best practices out there, what top company's are doing, how to incorporate social media into all press release, how Business Wire can help you monitor the social media channels, and more!

Join us for breakfast and networking opportunities, followed by a panel discussion and an intimate Question & Answer session with one of the industry's top Social Media Experts.

Seating is limited and is on a first come/first serve basis. Due to the limited seating, only one person per company.

All Day Event:
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Language:
English

Source URL: https://newsroom.businesswire.com/event/business-wire-local-events/boston-all-things-social