DALLAS: All Things Social

Terms: Business Wire Local Events social media

Location: Providence Towers
5001 Spring Valley Road
Dallas, TX, 75244
United States
See map: Google Maps

Subtitle: Maximize Your PR in 2014

Date and Time: 3/5/14 11:30 am - 1:00 pm CST

Event URL: Registration Link: Registration Link Title

Registration Details: This is a FREE Business Wire event. RSVP by February 28 to DallasEvents@businesswire.com.

Speaker(s):

**Director, Social and 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.

Serena Ehrlich

Business Wire Dallas invites you to join us on Wednesday, March 5, 2014 to learn the current & best practices within Social Media from one of Social Media's top experts, Serena Ehrlich.

Come join Business Wire Dallas 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 companies are doing, how to incorporate social media into all press releases, how Business Wire can help you monitor the social media channels, and more!

**All Day Event:** 0

Language: English

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