**HOUSTON: All Things Social**

**Terms:**
All Things Social PR Houston  Business Wire Local Events

**Location:**
*Business Wire Houston Office*
4119 Montrose Blvd Suite 100
Houston, TX, 77006
United States
See map: Google Maps

**Subtitle:**
Maximize Your PR in 2014

**Date and Time:**
3/26/14 9:00 am - 10:30 am CDT

**Event URL:**
Registration Link:
Registration Link Title

**Registration Details:**
This is a FREE Business Wire event. Please RSVP with cindy.cantu@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.

We will be defining the role of the press release and PR in a post-Google world. The presentation focuses on changes in search and social, their impact on the press release as well as the impact of press releases on the sales and marketing funnel. It showcases the importance of PR, as well as stresses the usage of multimedia and creating smaller, more frequent press releases to reach varying markets.

**All Day Event:**
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**Language:**
English

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