PHOENIX: How Social, WOM & More Fits Into Your PR Program

Terms:
Business Wire Local Events  Social Media Phoenix PR WOM

Location:
Scottsdale Marriott Suites Old Town
7325 E 3rd Ave
Scottsdale, AZ, 85251
United States
See map: Google Maps

Subtitle:
PR in 2014

Date and Time:
4/17/14 7:30 am - 9:30 am PDT

Event URL:

Registration Link:
Registration Link Title

Registration Details:
This is a FREE Business Wire event. RSVP with billy.russell@businesswire.com. Include RSVP in your subject line.

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 in September 2013, Ehrlich created and implemented successful local, national and international social, mobile and traditional marketing campaigns for a wide range of brands including docstoc, Mogreet, Kraft, Kohls, Avon and Mattel.

Ehrlich graduated from Brandeis University with a B.A. in History in 1987. She 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 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.

Currently, Ehrlich serves on the boards of the International Social Media Club (founding board member), Social Media Club Los Angeles and the NIRI (National Investor Relations Institute) Los Angeles chapter. In 2013, she was named as one of the Top 25 Women in Mobile to Watch by Mobile Marketer. Most recently, she co-hosted the Google Glass Explorer session at SXSW.

Business Wire Phoenix invites you to join us for a breakfast session regarding current best practices in Social Media from one of the top experts, Serena Ehrlich.

- Defining the role of the press release and PR in a post-Google world
- Most current trends in social media
- How to get the most out of press releases
- Changes in search and social, their impact on the press release as well as the impact of press releases in the sales and marketing mix
- Rising importance of multimedia content and creating smaller, more targeted press releases to reach varying markets
- Best practices, what top companies are doing and how to best incorporate social into press releases
- How Business Wire can help you monitor the social media channels

All Day Event:
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Language:
English