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Media Relations Boot Camp

Media Breakfast

Wednesday, May 12th, 2010

Start time 8:00 AM EDT

End Time 10:00 AM EDT

University City Science Center
Conference Room Fuller A&B,
3711 Market Street, Suite 800
Philadelphia, PA 19104

Event Details

Registration

RSVP By: April 30, 2010

To: Kate Carr

Phone: 610-617-9560

Email: Kate.carr@businesswire.com

Description

How do you deliver your news in order to be heard over an increasing level of background "noise"? How do you reach your various audiences, and how do they look for you? In today's communications landscape there are numerous platforms to reach the media, industry associates, investors and the public. In Media Relations Boot Camp, you'll learn tactics for determining which platforms are best for which audiences, pitching those audiences, the differences between social, mobile and traditional media platforms, and how to use each correctly.

Our panelists will speak about best practices, lessons learned, and how to put these lessons into action.

Speakers

- Bernard Dagenais, Editor, Philadelphia Business Journal
- Mike Armstrong, Business Columnist, PhillyInc Blog Editor, Co-Host of Philadelphia Business Today, Philadelphia Inquirer
- Michael Wood, Sr. Manager, Communications, PECO
- Alex Hillman, social technology and community developer, co-founder of IndyHall

Moderator

- Michael Smith, PhD, Associate Professor of Communication, La Salle University

Host/Sponsor

Business Wire, Philadelphia

Cost

FREE

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