

PR Genome Webinar – How PR is Vital to the Future of Branded Video Content in 2017



Webinar Overview

As consumers have advanced into a digital era, brands have been pressured into producing a large volume of genuine and engaging video content. From 360/VR to long form films, branded video content is the solution to successfully reach their target audience. As influencers and brand ambassadors become more vital as a distribution channel, PR firms will have a pivotal role in the future of branded video content. This webinar is free for PR Council members, \$100 for nonmembers.



Ray Rainville

Managing Partner/Executive Producer, Consolidated Content

Ray Rainville is an Emmy Award winning Creative Director and Executive Producer. Starting his career at Grey Entertainment he then became an executive at Betelgeuse Productions until 2003 when he became a founding member of BARKER, Full Service Integrated advertising agency. Early on at BARKER his roll was defined as Executive Producer over video content, digital, and print. This roll later evolved to also include SVP Client Services and later EVP General Manager. In 2016, recognizing that market trends have caught up to the overwhelming need of video content, John Barker and Ray Rainville decided to package their video content model. Ray became the managing partner of Consolidated Content. This allows them to offer any marketer high quality production that can be distributed across multiple media channels and works firmly within the budget.

Tuesday, March 28, 2017

12:00 PM – 1:00 PM EST

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PR Council, and \$100 for nonmembers.**

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