

PR News' Media Relations Next Practices Conference



Improve your media relations strategy!

Why attend PR News' annual Media Relations Conference on December 7 in Washington, D.C.? You want real insights on media pitching, influencer relations and crisis management as well as proven video tips from our top-notch speakers at brands like Hilton Worldwide, *Washington Post*, C-SPAN, IBM, Ogilvy Public Relations, Cystic Fibrosis Foundation, Airbnb and SAP.

Media Relations Conference attendees will learn how to:

- Strike lasting relationships with reporters on platforms like Twitter, Facebook and LinkedIn that will help you get your pitches heard
- Produce video, images and use data visualization techniques to elevate your stories
- Translate your brand's story to fit

trending topics on platforms like Facebook, Twitter and Snapchat

- Build a brand newsroom for maximum output and coverage
- Create a successful media relations dashboard with specific KPIs for each aspect of your campaign
- Identify and engage influencers who are most important to your target audience
- Frame your pitch with data and analytics that prove a story's traffic-driving bona fides
- Develop your brand's visual identity and convey your message on video
- Create social posts, emergency websites and other digital assets in anticipation of a crisis
- Build an organizational command structure that keeps messaging precise and consistent
- Craft emails and subject lines that are most likely to get noticed, and the best and worst times to send them
- Target influencers and groups of likeminded individuals to spark discussions and help them build community around your [brand](#)

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