

#PRGENOME Project: Key Digital Trends for 2017



Ogilvy PR's Marshall Manson and James Whatley kick off the PR Council's 2017 **#PRGENOME Project** on **January 19th** with a trend report outlining both where they believe the digital and social landscape is headed and what brands and agency partners should do about it. This webinar is free for PR Council members, \$100 for nonmembers.

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Marshall Manson

CEO UK | Ogilvy Public Relations

Marshall took the reins at OPR London in 2015, after two years as EMEA MD of Social@Ogilvy. He's got a diverse background that includes experience with corporate communications, brand marketing and politics. He is a worldwide board member of Ogilvy Public Relations.



James Whatley is Digital Director at Ogilvy & Mather Advertising, London.

He leads social creative and strategy across the business for multiple clients and spends his days helping deliver campaigns that are loved, shared, and talked about by millions. In his spare time James enjoys healthy obsessions with the Internet in general, amazing cinema, and frisbee. You can find him on Twitter @whatleydude or at whatleydude.com.