

Shaping Communications at First Data Using a World Class Measurement Strategy (On-Demand Webinar)

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Michael Schneider
Vice President
Communications
First Data Corporation



Eric Koefoot
Co-founder
CEO & President
PublicRelay



PublicRelay

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Event Overview

As communicators continue to define and refine their roles as strategic business partners, they are succeeding by using data to build and execute great strategy.

Please join Michael Schneider, Vice President, Communications at First Data Corporation as he sits down with PublicRelay CEO, Eric Koefoot to discuss how the Communications team at one of the most data-centric organizations in the Fortune 250 is creating a digital first [PR](#) strategy. They will take a deep

dive into the value they derive from industry and competitor media insights that help drive:

- Messaging strategy for First Data and Clover brands
- Media outreach, especially uncovering new authors and outlets
- Social influencer programs
- Crisis planning

Speakers



Michael Schneider
Vice President,
Communications
First Data Corporation

Michael is focused on the global development, protection and promotion of First Data and Clover's powerful brand and superior reputation across numerous stakeholders and external audiences. This includes responsibility for evaluating, advocating and strategizing with senior leaders across all communications channels and vehicles. In this position I collaborate with marketing, brand, internal communications, investor relations, strategy, digital and social media, and other areas globally. This also includes managing the overall administration and creation of public relations programs for internal clients, staff administration, public relations planning, measurement, financial management, budgeting, staff training and professional development. As a key member of the Corporate Marketing team, he is also focused on driving the organization's overall media relations, thought leadership engagement strategy, and crisis communications functions. | **On Twitter:** [@MikeGSchneider](https://twitter.com/MikeGSchneider)



Eric Koefoot
Co-founder, CEO & President
PublicRelay

Eric is an Internet pioneer, having either founded or served as a senior executive in Internet companies since 1996. He was CEO and Publisher of U.S. News Ventures, CEO of Five Star Alliance, and CFO and later VP of Sales at Washington Post Digital. Prior to his entrepreneurial endeavors, he was an executive at Ford Motor Company and Deloitte Consulting. Eric has an engineering degree and an MBA from M.I.T.

An accomplished Olympic-distance and Ironman-distance triathlete, Eric is currently a co-founder, and the CEO and President, at PublicRelay. PublicRelay is the most trusted media analytics solution for communications and marketing professionals at the world's most recognizable consumer and business brands, associations, universities and government agencies. | On Twitter: [@PublicRelay](https://twitter.com/PublicRelay)

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