

The Public Relationships of Stories: Context, Connection and Alternative Storytelling Techniques (FREE WEBCAST ON-DEMAND)

Webcast Overview

The practice of [public relations](#) for years depended on rational storytelling of facts, stats and proof points that aligned with key messages and were broadcast and told through third party mass media.

The social Web brings to the forefront the value of public relationships that are now build through direct connections with business' stakeholders –investors, customers, employees and communities of interest. Today, these public relationships require stories that are relevant, contextual and ones that can build deeper connections with stakeholders.

This livestream webcast features corporate social media pioneers [Scott Monty](#) and [Richard Binhammer](#), along with digital, social and strategic video innovator [Doug Simon](#). They will discuss:

- The impact of technology and the social Web on how we think about telling business stories and the opportunities (and difficulties) of connecting directly with stakeholders.
- The importance of relevance and context in making connections. Ways to figure out what matters. *For*

example: Instagram is an art museum; Vine is a block party. Communication at each is possible, but very different. Determine how to discern between being an interrupter and an interlocutor. Provide value by helping your intended audience to achieve its goals.

- Beyond Text, Alternative Storytelling Techniques: Making your story human; use of visuals; video and livestream; cartoons and more...

Speakers



Scott Monty

[@scottmonty](#)

Scott Monty is an internationally recognized leader in digital communications, digital transformation, social media and marketing. As CEO and founder of Scott Monty Strategies, he counsels brands and agencies on strategy, executive communications, influencer management, the customer experience, and digital initiatives.

Scott spent six years at [Ford Motor Company](#), as a strategic advisor on crisis communications, influencer relations, digital customer service, innovative product launches and more. He also has a decade of experience in communications and marketing agencies, where he had clients that included IBM Healthcare and Life Sciences, Coca-Cola, American Airlines, T-Mobile, GE Software and more.

He is a board member of the [American Marketing Association](#) and an advisor for [RPM Ventures](#), [My Dealer Service](#), [Crowd Companies](#) and [Clever Girls Collective](#). He writes about the

changing landscape of business, technology, communications, marketing and leadership at ScottMonty.com, where he distributes the widely acclaimed newsletter [The Full Monty](#), and is the executive editor and co-host of the Sherlock Holmes website and podcast [I Hear of Sherlock Everywhere](#).



Richard Binhammer

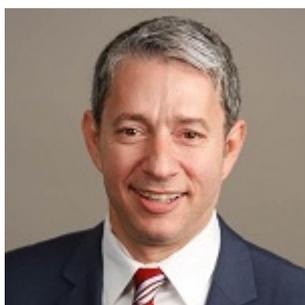
[@RBinhammer](#)

Richard Binhammer is one of the first adopters of social media for business. In 2006, he became active in social media by engaging with bloggers who were using their new-found influence to impact brands and corporate reputations. From these beginnings of monitoring blogs through simple web searches, he became an early adopter of Twitter, Facebook, Google+ and Pinterest, leading to strategic adoption of social networks for business purposes. He currently consults on social media strategies, skills assessments/training programs and corporate communications efforts.

From 2006-2012, he was a widely acclaimed corporate leader in experimenting, adopting, analyzing and deploying social media as a tool to help business be social and do better business. As Director on Dell's Social Media and Community team, he was also responsible for communications, social relations and training while continuing to be active in Dell's social media outreach and overall adoption across the company.

Binhammer joined Dell in corporate communications as a member of the public affairs team in 2005, managing its community and corporate reputation programs in North America and Asia Pacific. Prior to Dell, he worked with several communications

consulting agencies in St. Louis and New York, where he planned and implemented strategic corporate communications to achieve business success and build positive corporate reputations. Before working in corporate communications in the U.S., he worked in Canada as a political aide to senior cabinet ministers. He was involved in running local, provincial and national campaigns and also built a successful lobbying business working with national and international businesses.



Doug Simon

[@DSSimonDoug](#)

Doug Simon is founder and CEO of award-winning media firm [D S Simon](#). His firm pioneered Internet Media Tours and its unique approach to guiding clients, [PRketing®](#), was awarded a trademark by the US patent office. He's provided strategic counsel and executed campaigns for leading brands and non-profits including Pfizer, Fidelity, Lincoln Financial, Macy's, HOOD, the Consumer Electronics Association, Whitney Museum of American Art and the American College of Physicians.

Doug is an entertaining and informative speaker on communications topics. He's been among the top ranked speakers at multiple conferences and spoken at the Impact Leadership 21 Global Summit, PRSA International, PR News, Bulldog Reporter, Software and Information Industry Association conferences, Women & Co and many others. He has provided expert testimony on communications issues during US Senate hearings and founded the award-winning video blog [Vlogviews.com](#).

Doug is frequently quoted in top media across platforms. Television appearances include Dateline NBC, PBS, Reuters, CNN, Fox News Live, First Business and WNBC. He's appeared on NPR and been quoted in USA Today and on The Huffington Post in addition to numerous trade publications. Doug's video commentary on the 2012 political conventions was picked up by the humor site Funny or Die. Doug is former VP of PRSA NY Chapter and he was a three-time president of the Publicity Club of New York. Doug began his broadcast career at NBC Sports, where he served as Talent Assistant to Bob Costas. His hobbies include performing stand-up comedy at New York's top clubs and rooting for terrible sports teams including the Jets and Knicks while still remaining optimistic.

Moderator



Suzanne Blackburn

[@SuzBlackburn](#)

Suzanne Blackburn is a business-to-business public relations professional with over 10 years of experience, both on the brand and corporate side of the business. Suzanne leads the external communications strategy for [Experian Marketing Services](#), the second largest marketing technology company in the world and a division of global information services giant Experian PLC.. Suzanne describes her role at Experian as “data-driven storytelling” and leverages Experian's substantial data assets and analytics expertise to tell relevant stories for niche audiences. Prior to Experian, Suzanne worked on the agency-side, specializing in marketing communications for companies in the advertising/marketing,

market research, retail and consumer packaged goods sectors. She is inspired by the data and technology revolution in PR, particularly around measurement and analytics, and wants to empower PR professionals through data science. When's she's not telling stories, you can find Suzanne exploring New York City parks, food and events. Follow Suzanne on Twitter at [@SuzBlackburn](https://twitter.com/SuzBlackburn).