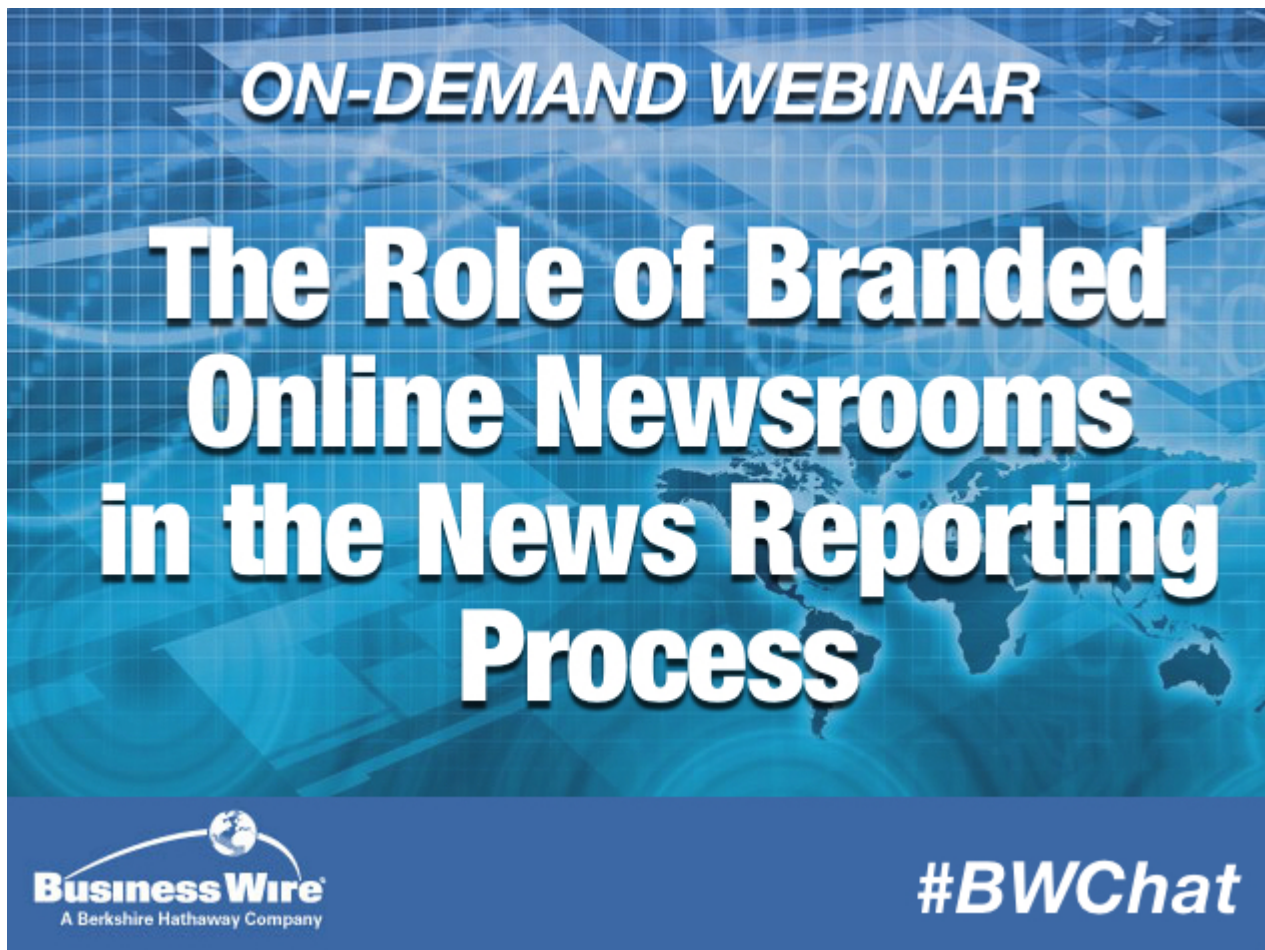


The Role of Branded Online Newsrooms in the News Reporting Process (ON-DEMAND WEBINAR)



Webinar Overview

As news reporting continues to evolve rapidly, the branded online newsroom increases in value and solidifies itself as the ultimate communications center for an organization. From corporate press releases to blog posts to specialized,

industry stories and articles, the duty of the digital newsroom is to house and distribute a manifold of desired and trusted, brand-created content. Furthermore, the branded newsroom must contribute to the overall optimization strategy.

This session will motivate and educate, reaffirming the need to focus on and update your company's online newsroom. Methods will be shared on how to strengthen the newsroom's effectiveness, how to prepare for mobile devices, how to supply content most desired by media, and how to use tools within the newsroom that are essential to a communications professional.

1. Identify and view examples of each of the Top 5 types of content most desired by media.
2. Enhance a digital newsroom, strengthen SEO and solidify thought leadership within the industry.
3. Learn how and when to use online newsroom resources such as email alerts, email broadcasts, the Dark Site crisis module and more.

About Our Presenter

 **Ibrey Woodall, VP Web Communications Services, Business Wire**

As VP Web Communications Services, Ibrey is responsible for Business Wire's NewsHQ Online Newsroom product. She is a published writer and active industry speaker. Woodall holds a B.A. in Mass Communications and a CIW Webmaster Certification. She has been involved in launching online newsrooms for 3M, Aetna, Bank of America, DISH, Krispy Kreme, Logitech, Merck, Office Depot, PRSA, Procter & Gamble, Ryder System, Staples and many more.

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