



Ragan & PR Daily's Social Media & Digital Communications VIRTUAL CONFERENCE

June 18-19, 2020 | 11am-3:30pm ET

www.ragan.com/digitalcomms

Save \$200 use "ABCODE"

On June 18-19 Ragan's Social Media & Digital Communications Conference brings you new best practices for effectively using digital tools and social media platforms to better communicate with internal and external audiences in ways that foster trust, avoid criticism and help dispel misinformation amid the pandemic.

Thursday, June 18, 2020

FIRESIDE

From Email to Tweets: How COVID-19 Changed the Digital & Social Media Crisis Response

Dominic Parero, Executive Director of Strategic Marketing, UCLA Health

Futureproof Your Brand: How to Maximize SEO During COVID-19

Renee Spurlin, Senior Vice President of Analytics and Digital Marketing, ARPR

Stand-Up with Comedian Marz Timms

Marz Timms, Actor and Comedian, Pimprov

Cutting Through the Noise to Reach a Dispersed Workforce in Crisis

Fran Dean-Bishop, President and CEO, Aerobodies; Kim Clark, Affiliate Consultant, Ragan Consulting Group

Communicating Through Social Media and Beyond to Audiences in Crisis

Rory Gory, Digital Marketing Manager, The Trevor Project

Driving Messages and Motivation Online in an Age of Misinformation

Haley Correll, Social Media Manager, American Red Cross

Social Media in the Age of Social Distancing: Blending Empathy with Positivity

Meg Lewis, Director of Social, GIPHY

Using Videos for Storytelling and Beyond While People #StayAtHome

Sabrena Pringle, Director of External Communications & Public Relations, American Diabetes Association

Stop the Scrolling: Captivating Content Across Social Media Platforms

Carmen Shirkey Collins, Senior Social Media and Talent Brand Manager, Cisco

Friday, June 19, 2020

How Social Media Platforms Became COVID-19 Response Networks

Aleksandra Kuzmanovic, Social Media Manager, World Health Organization (WHO)

Your Story Through Your Community's Eyes: Interaction and Support During a Crisis

Chad Mitchell, Vice President and Head of Content and Digital Platforms, TD Bank

Leading Through LinkedIn, Facebook and More: Executive Communications During COVID-19

Micah Laney, Senior Manager, Executive Social Strategy, Walmart

Measuring Social Media Initiatives: What's the Worth of a "Like" or a Follow?

Kevin Goddard, Head of Social Media, Amazon Web Services

Riding the E-Commerce Wave: Navigating Search, Online Reviews and Reputation Amid COVID-19

Emily Washcovich, Senior Business Outreach Manager, Yelp

Maintaining Connections While Social Distancing: Behind the Scenes on Instagram and More

Carey Polis, Digital Media Consultant, The Kitchn and Girls' Night In

Advancing Your Culture, Brand and Reputation: Responding to COVID-19 Across All Channels

Erin Lickliter, Head of associate communications and engagement, Kroger, Kristal Howard, Head of Corporate Communications and Media Relations, Kroger

For communicators looking for brand strategies and best practices in the new reality. Register Today!

www.ragan.com/digitalcomms

Use "ABCODE" at checkout

Questions? Contact: Shallon Blackburn | Customer Service & Sales Manager | ShallonB@ragan.com | 800.878.5331

Ragan Communications | 10 S LaSalle St, Chicago, IL 60603 | 800.878.5331