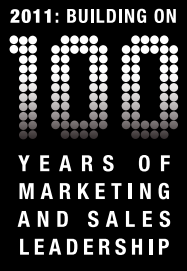




The Chartered
Institute of Marketing



Event Notification

The Kent Annual Marketing Lecture

Navigating a social media crisis



Wednesday 13th October 2010
With 24 hour news and digital communication channels now an aspect of daily life, the face of public relations has changed forever.

In a year that has seen brands such as Eurostar, Toyota and Vodafone rocked by mismanaging consumer communications, as well as Icelandic volcanic ash disrupting air travel, attendees at this event will learn how social media has changed the way that PR professionals operate. Attendees will receive advice on how best to use social media by highlighting the mistakes of others and explaining where they went wrong. No longer can brands take days or even hours to formulate a corporate response - markets and consumers now expect instantaneous information.

Rather than managing a crisis, it is now more than likely that, unless you are vigilant and quick, you will have to react to not only the original crisis, but also the critical messages that your consumers and stakeholders publish.

How you handle these will impact directly on brand perception and ultimately your bottom line.

By attending this event you will gain an insight into how to strategically use the plethora of tools available to you so that crises can be controlled.



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