



E-ALERT

Media Contact

Peter Dunn
Director of Client
Relations and
Communications
Philadelphia, PA
pdunn@dilworthlaw.com

ROUND TABLE DISCUSSION ON NOVEMBER 2: "HOW TO UTILIZE SOCIAL MEDIA TO BUILD A BRAND - CONTENT NEEDS A MISSION"

10/12/2017

Speaker: Brett Walling, Director of Media and Content, RevZilla

Moderator: **Eric Meyer**, Chair, Social Media Practice Group, Dilworth Paxson LLP

Date and Time: Thursday, November 2, 4:00 to 6:00 PM

Location: Dilworth Paxson Center City Office, 1500 Market Street, Suite 3500E, Philadelphia, PA

Description: Understanding the landscape of a content driven online experience is crucial to any business, regardless of their size. Distribution & engagement platforms such as YouTube, Facebook and Twitter are not the solution, they're the mechanism by which content is seeded to the public.

In this session, the panelist will cover:

- **Video production & YouTube**
- **Editorial production (blogging)**
- **Audience engagement**
- **Social media distribution**

Fear not, the power of storytelling doesn't rely on production budgets, sponsorship deals or anything other than the mission your company lives every day.

Refreshments will be served.

Space is limited. Please RSVP to SJacobs@dilworthlaw.com