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Date: 3/9/2015 9:15:49 PM
Subject: Digital PR Conference Will Take Place June 1-3 in Miami; Early Bird Rate Ends May 7

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PR News' Digital PR Conference Will Take Place June 1-3 in Miami, FL; Early Bird Rate Ends May 7

Washington, D.C. (March 9, 2015) – PR and marketing's next wave in digital communications will sweep into Miami at PR News' annual **Digital PR Conference** June 1-3. The PR community will gather at Miami's **Ritz-Carlton** as top communications practitioners from brands, nonprofits and PR agencies will offer training, brainstorming, conversation and debate on topics including influencer relations, video, Facebook/Twitter, visual storytelling, multimedia press releases, SEO, budgeting, data and analytics, the digital dream team, email communication, social ROI and tying digital to the bottom line. Early bird rates end May 7.

The communicators in attendance will be defining the future of digital communications—and forging important connections that will take the profession to the next level.

PR News' three-day Digital PR Conference will feature **speakers** from the American Cancer Society, American Heart Association, AOL, Bright House Networks, Finn Partners, GE, Havas PR, Human Rights Campaign, National Geographic Channel, rbb Public Relations, Revolt TV, Ritz-Carlton Hotel Co., Rock Orange, Toyota North America, USANA Health Sciences, Verizon Wireless, Vimeo, Weber Shandwick, Zumba Fitness and more.

All three days of the Digital PR Conference will include community-building **networking opportunities** and a keynote presentation. The keynote presenters will be Jeremy Miller, author of the 2015 book "Sticky Branding: 12.5 Principles to Stand Out, Attract Customers, and Grow an Incredible Brand"; Tania Luna, author of the upcoming book "Surprise: Embrace the Unpredictable and Engineer the Unexpected"; and Ekaterina Walter, author of the WSJ best-selling book "Think Like Zuck" and co-author of "The Power of Visual Storytelling."

The three-day event will also include a June 1 morning workshop "**How to Make Video Work for Your Brand**" and the June 3 **Social Media Icon Awards luncheon**. PR News has also reserved a special **hotel room block** at the Ritz-Carlton through May 10. For more information on the Digital PR Conference and Video Workshop, visit <http://www.prconferencemiami.com/>.

The Digital PR Conference is sponsored by 3BL Media and Business Wire. To become a sponsor, visit <http://www.prconferencemiami.com/sponsors/>.

Contact Laura Snitkovskiy at laura@accessintel.com with questions.

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