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Account Executive

PR NEWS
MEDIA RELATIONS CONFERENCE
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What does media success look like to Senior Company/Organization Leaders



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Is your company's voice
present in essential
conversations around
trends/fresh ideas



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Are you focussed on where Media is --
and should be focussing on your Brand



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As Journalists roles change, are you changing what you're providing?



Monika Auger

2nd • PREMIUM

Staff Multimedia Journalist at The Wall Street Journal

San Francisco, California | Online Media

Current The Wall Street Journal

Previous The Wall Street Journal, Deutsche Welle (Germany's international broadcaster), N-TV (German TV news channel)

Education Columbia University - Graduate School of Journalism

Connect

Send Monika a Message

500+
connections

Senior Editor; Engadget Chinese Editor-in-chief

Richard Lai



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Richard's love for gadgets was probably triggered by an electric shock at the age of five while poking his finger into power sockets for no reason. Since then he has managed to destroy a few more desktops and phones until he was sent to England to start secondary education. Somehow he ended up in London, where he had the golden opportunity to buy a then senior editor a pint of lager, and here we are. Follow Richard around in electronic stores and you will witness some intense exchanges between him and the sales reps.

More Journalists
creating their own
videos -- focus on
micro-content as they
cover Trade Shows

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Case Study - Microdesk

Problem - standing out at conferences

Solution - customer video theme -

create visual stories that stand out

Pre-conference -- repurposed and distributed client client success stories

During Conference -- interviewed attendees

Distributed videos on optimized micro-publishing sites (MPage)

Videotaped demos at conference booth

Video + Publishing = 74% of microsite visitors viewed video

40% completed video views

47% C-T-R of visitors to Mpage


22% of campaign revenue attributable to video/microsite combination



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Road leads to
Microdesk being
recognized as
thought leaders on:

Trend 

Technology



geodatapoint NEWS TRENDS PRODUCTS PEOPLE BUSINESS COMPANIES

LIDAR Photogrammetry Imagery GIS/IT GPS BIM Other Topics TRENDING NEW

Trimble® TerraFlex™
Streamlined geospatial data collection for your mobile devices

Microdesk Founder Discusses AEC Trends, Technology
by Benita Mehta
14 November 2014

topics aec, microdesk, technology



consultancy firm, recently celebrated its 20th anniversary. Mike DeLacey, founder of Microdesk, talked with GeoDataPoint's growth and success as well as how the industry has evolved since Microdesk began. He also shares his insights on new predicted changes in architecture, engineering and construction (AEC) design over the next 20 years.

In 1994 as "Microdesk of New England," where it built and sold its own hardware and software for the design industry. It was officially changed to Microdesk, Inc. as it expanded to the west coast.

What are the biggest changes you've seen within the industry?

Looking backward, the most significant changes have been around design, culture and technology. Twenty years ago, technology was handed down to IT directors and, back in the day, CAD managers.

Senior-level executives in design are paying attention to technology, seeing it as an absolute necessity when tackling challenges we've seen in the past seven to eight years, BIM has been getting attention from executives across the board."

What trends you've seen that still growing?

The industry has gone from 2D to 3D in the world of construction. That trend accelerates a bit every year. Many places have 3D modeling mandates in place. There has been an aggressive push by institutional owners to push design and construction. We're seeing more organized 3D models. There has been a broadening use of information with design data, which is more seamlessly flowing into the fabrication process.

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Big Ideas Travel



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Analyze branded content performance by

- author
- topic
- format



Newsletter



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Daily email alerts -

- Google Alerts

- Mention

(<https://en.mention.com/>)

Sources

	Facebook Public posts
	Twitter Public tweets
	News News sites including WSJ, NYT, etc.
	Blogs Blogs including Tumblr, WordPress, etc.
	Videos Videos sites including YouTube, Vimeo, etc.
	Forums Forums including Reddit, Disqus, etc.
	Images Image sites including Instagram, Pinterest, etc.
	Web All others sites

Monitor the brand or product website? (optional)

[http:// www.prnewsonline.com/](http://www.prnewsonline.com/)

Track this URL, but exclude mentions coming directly from the website itself. (This is great if you're tracking your own product or brand website and don't want to receive your own updates.)



The keyword can only contain alpha-numeric characters

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HASHTAGS ARE THE NEW NEWS FEED

Hashtagr (<http://www.hashtagr.co/>) - hashtag aggregator by social channel

Hashgram Tag research over Instagram(<http://hashgr.am/contentmarketing>)

Tiny Pitch - (<http://tiny.pr/>) - reporters monitor via hashtag



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TAKEAWAYS

- How powerful is company voice around ‘fresh ideas’ in industry discussions
- Are you getting enough traction from branded content at events where you’re investing time and money
- Monitor discussions across all channels including what media is *sharing* and the underlying tone of discussions

