

Go Social: PR Strategies and Tactics That Work!

PRSA Silicon Valley invites marketing and public relations professionals to attend a two-hour workshop, jam-packed with actionable information on how business communicators can use social media to advance their goals and objectives.

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- **Mike McGrath**, VP of New Media, McGrath/Power (Moderator)
- **Joel Postman**, Founding Principal, Socialized PR
- **Tony Obregon**, Social Media Director, Cohn & Wolfe
- **Valerie Combs**, PR Director, BuzzLogic
- **Brian Solis**, Principal, FutureWorks
- **David Alstrom**, Vice President, Radian6

SPEAKER AND PANELIST BIOS

Valerie Combs, PR Director, BuzzLogic

Valerie serves as BuzzLogic's Public Relations Director, overseeing all communications strategy and execution for the company. She has been helping Bay-Area based start-ups, as well as big-name brands, launch new products and categories for 9 years.

Prior to her work with BuzzLogic, Valerie managed PR at Ingenio, leading the launch and market development effort for Ingenio's Pay Per Call business (acquired by AT&T in 2007). Prior to her work with Ingenio, Valerie launched one of the first generation social networking start-ups, Tribe.net, founded by serial entrepreneur Mark Pincus. Valerie spent several years honing her PR skills at InterActive Public Relations, a Porter Novelli-owned boutique PR firm serving start-ups, and lead accounts for many successful start-ups, as well as established clients including Nokia Enterprise Solutions, CollabNet, Think Dynamics (acquired by IBM) and netVmg (acquired by InterNap). In her downtime, Valerie also is a freelance writer and host of BuzzLogic's VinoDiaries video blog.

Mike McGrath, VP Emerging Media, McGrath Power Public Relations

Mike McGrath is the VP of Emerging Media at McGrath Power Public Relations in San Jose. He directs the agency's social media practice and oversees the integration of social media initiatives with traditional agency services.

Mike's interest in new media was sparked while working at Apple Computer's Macintosh Division in the mid-eighties. After Apple, he founded Grafica Multimedia, an early multimedia production company that created rich media marketing and communications products for clients like Adobe, Apple, Creative Labs, HarperCollins, hp, Marimba, Pacific Telesis, Southwestern Publishing, US West and Visa.

Since 2002 Mike has consulted with a number of startups on online marketing strategy and business development initiatives. Recent clients have included Affinity Circles (trusted social networks), BlogTalkRadio, Broadband Mechanics (PeopleAggregator), Mice Chase Cheese (stealth mode social commerce startup) and The Conversation Group.

Mike is an organizer of the Silicon Valley chapter of the [Social Media Club](#) and is a graduate of the University of Pennsylvania. His blog is Dogpatch Dispatch (<http://www.dogpatchdispatch.com>)

Tony Obregon, Director of Social Media, Cohn & Wolfe

As Director of the Cohn & Wolfe Social Media Practice, Tony provides strategic counsel on social media issues to enhance client communication campaigns. He oversees programs that leverage emerging media trends, tools, and techniques including blog monitoring, social networking, RSS marketing, search engine optimization and online influencer engagement. He also spearheads the design, development and execution of integrated media measurement deliverables that track client campaign momentum and success. Since joining Cohn & Wolfe in 2005, Tony has provided counsel and strategy for several clients including ADP, American Express, Hewlett Packard, Landor Associates, and Panasonic.

Tony has worked in the technology public relations sector for over eight years and is a seasoned analyst with almost 17 years of

experience in competitive intelligence market research, and media analysis. His breadth of industry knowledge spans enterprise solutions, consumer electronics, software applications, chip-related technologies, hardware devices, and Web 2.0 services. During the last decade, he has supported some of the best brands in the business including Business Objects, Cadence Design Systems, Fujitsu, Motorola, and Seagate Technology.

Prior to Cohn & Wolfe, Tony managed emerging media and measurement services at two top Silicon Valley boutique agencies; Eastwick Communications and Wilson McHenry Company. Over the past few years, he has developed a number of proprietary deliverables designed to measure the success of communication campaigns and illustrate shifting competitive landscapes. Tony developed the "Active Listening Report," which was designed as a client intelligence tool that culls corporate and product opinion from online dialogue occurring in the blogosphere. He has also designed the TOMMI Report, a robust measurement report that benchmarks client media coverage based on 10 different article attributes.

Before moving into the world of public relations, Tony started his career with professional services firm, KPMG Peat Marwick, where he managed library resources at six satellite offices and fielded tax and audit inquiries. He later moved on to accounting powerhouse, Deloitte & Touche LLP as an analyst where he analyzed stock market valuations, performed equity analysis, and conducted corporate research on high-growth technology companies for the firm's annual Technology Fast 500 Program.

A blogger and new-media specialist, Tony has been fully engaged in the practice, execution, and training of social media for the last five years. He continues to build on his professional achievements and has received significant recognition for his work.

Won two prestigious awards from the Society of New Communication Research for blog monitoring practices and a highly-successful digital campaign of a corporate launch.

Helped launch the industry's first agency-branded wiki for Fujitsu, which was selected as a finalist for the 2006 PR Innovation of the Year Award by PR Week.

Published in CNET, PR Week, and Ragan's Media Relations Report regarding the best practices of social media activities.

Joel Postman, Principal, Socialized

Joel Postman is Principal of Socialized, a consultancy that helps companies make effective use of social media in corporate communications, marketing and public relations. Joel was previously EVP of Emerging Media at Eastwick Communications, a Silicon Valley tech PR agency. Before joining Eastwick, Joel was Director of Executive Communications for Hewlett-Packard's Technology Solutions Group, and prior to that, Group Manager of Executive Communications and speechwriter to the CEO of Sun Microsystems.

Joel is a recognized authority on public relations, social media and executive communications. His background includes 20 years of marketing and executive management, a decade of Fortune 500 corporate communications leadership, and experience in print and broadcast news. He is both a communicator and a technologist, and holds several patents. He is currently working on his first book.

Brian Solis, Principal, FutureWorks

Brian Solis is Principal of FutureWorks, an award-winning PR and New Media agency in Silicon Valley. Solis blogs at PR2.0, bub.blicio.us, and regularly contributes PR & tech insight to industry publications. Solis is among the original thought leaders who paved the way for Social Media. He's a co-founder of the Social Media Club, is an original member of the Media 2.0 Workgroup, and also contributes to the Social Media Collective.

David Alstrom, Vice President, Radian6

David Alston has over 18 years experience in technology marketing and strategic communications. As the current vice-president of marketing at Radian6, he has lectured at the University of New Brunswick Saint John in the area of marketing strategy and has spoken to audiences about technology marketing on three continents. He has globally launched numerous products and has been the strategic and creative lead on dozens of accounts.

David was most recently a partner and vice-president of marketing strategy and insight at Revolution Strategy, one of the region's fastest-growing PR and advertising firms. He has also held executive and senior leadership positions in a number of communications and tech start-ups including Hawk Communications, iMagicTV, and New North Media. David began his career at NBTel (Aliant Inc.), working in a variety of management positions including advertising, sales and product management.