

# **Michael Pranicoff**

**Global Director, Emerging Media at PR Newswire**

Washington, DC, US

Speaks on technology trends shaping the future of media and public relations

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Michael is the Global Director of Emerging Media at PR Newswire where he has worked since 1998. He is responsible for educating PR Newswire staff and customers about the role emerging media, such as RSS, blogs, social networks, search engines, and other emerging technologies, play in public relations and marketing.

Immersed in the technology industry in and around the Washington, D.C. area, Michael has worked with clients such as XM Satellite Radio, AOL and the Consumer Electronics Association. In 2003, Michael was named the National Technology Markets Specialist, and eventually led to being named PR Newswire's first Director of Emerging Media.

Michael is a prolific speaker, author, commenter, and blogger on PR, marketing, social media, content marketing, future trends & evolving media, and the intersection of technology and public relations.

Michael graduated from Syracuse University with a degree in Speech Communications.

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Keynote, Moderator, Panelist, Workshop, Host/MC, Corporate Training

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Public Relations and Communications, Information Technology and Services, Media Production, Social Media, Media - Online

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Social Media Marketing, Multimedia Marketing, SEO, Search Engine Marketing, Multimedia Communications, Visual Storytelling, Emerging Media, Press Releases, Content Marketing

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## **The New Rules for Modern Communication: Why the Next Big Trend in PR Is Agile Engagement**

Gone are the old days of one-way marketing and communications. Successful content today is conversational, drives behavior and is a more continuous form of storytelling than ever before. To maximize success, we must also become agile in our execution. During this presentation, you'll learn about the mega trends that are modernizing marketing and communications, their benefits and best practices for leveraging the opportunities. Michael will also offer real-world case study examples.

## **Vetting in the Age of Social: Who Do You Trust?**

Influence over who shares what, how often it is shared, and eventually what shows up in search is the holy Grail for anyone who wants their content to be consumed: news organizations, PR professionals, marketers, bloggers, and more. Michael will discuss where this is leading us, what we can do to make sure we get information we "need to know," and how that information / content is prioritized and weighted by trust.

### **The 3 Super S's for Successful Content Marketing: Syndication, Search & Social**

In order for content to be shared today, it has to be found first...but today's marketer can speed up the process by learning how to first create content that is directional in nature but also by learning how to syndicate their content effectively in order to reach audiences both organically and with speed. Michael shows how integrating search, social, and syndications can have extraordinary results raising the visibility & engagement of your brand, product, or message with your intended audience.

### **Audience Evolution – Where Does the Audience Find Your Media**

Where audiences get their media is changing rapidly. These changes depend on the type of content you are pushing and to whom you want to be receiving that content. Michael Pranicoff will discuss how mobile technology is (re)shaping the media distribution industry while incorporating key points from the study. Michael will also talk about how these changes can work with your message and how PR & Marketing departments are beginning to look and work a lot more like Agile Developers.

### **Continuous Connection, Continuous Engagement**

As the pace of communications continues to speed up, marketers are in a battle for the attention and engagement of their target audiences. Michael Pranicoff, Global Director of Emerging Media for PR Newswire, will discuss how PR Newswire has been working with marketing communications professionals all over the world to help them not only reach their core audiences, but how companies are using new continuous strategies to build engagement and direct action through their campaigns.

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### **KEYNOTE INTRODUCTORY ADDRESS; KEYNOTE SPEECH**

Content Marketing and Communications Leadership Forum

### **Vetting in the Age of Social: Who Do You Trust?**

SXSW Interactive 2012

### **The 3 Super S's for Successful Content Marketing: Syndication, Search & Social**

Content Marketing World 2012

### **Audience Evolution – Where Does the Audience Find Your Media**

You Too Social Media Conference

### **Continuous Connection, Continuous Engagement**

Inbound Marketing Summit

### **Law and Social Media: Industry Leaders Forecast the Future**

11th Annual Minority Corporate Counsel Association Conference

### **PR 2.0: Dead as a Doornail, or Still Alive & Kicking?**

Web 2.0 Expo

### **KEYNOTE INTRODUCTORY ADDRESS**

The Social Consumer: Case Studies & Roundtables

**Panel Moderator: Making Your Social Content Directional**  
The Social Consumer: Case Studies & Roundtables

**Audience Evolution – Where Does the Audience Find Your Media**  
Online Marketing Summit 2012

**KEYNOTE SPEECH: Audience Evolution – Where Does The Audience Find Your Media?**  
Social Media Strategies Summit

**KEYNOTE SPEECH: Audience Evolution**  
PRSA Portland Metro Chapter 2012 Communicators Conference

**KEYNOTE INTRODUCTORY ADDRESS**  
San Francisco Content Marketing and Communications Leadership Forum

**PR In A Web 2.0 World**  
PRSA Northeast Conference

**You've Got Content...Now What?: Tactics and Strategies for Helping Your Content Be Found**  
Content Marketing World 2011

**KEYNOTE SPEECH**  
Digital World Expo 2012

**The New Rules for Modern Communication: Why the Next Big Trend in PR Is Agile Engagement**  
PRSA 2012 International Conference

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**Syracuse University**  
Bachelors Speech Communications

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