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### **Kroner Communications Selected to Present at EXHIBITORLIVE**

#### *How to Thrive Through the PR/Social Media Disruption; Integrating PR Data to Drive Attendee Engagement*

BOULDER, CO - February 17, 2015 - [Kroner Communications](#), an objectives-based marketing communications consulting agency, announced today that Marilyn R. Kroner, principal, will present sessions at [EXHIBITORLIVE](#), the smart ideas conference for exhibit and event marketers.

**Who:** Marilyn R. Kroner, principal, Kroner Communications (<http://www.KronerCommunications.com>)

#### **When and What:**

Tuesday, March 3, 8 a.m.

[How to Thrive Through the PR/Social Media Disruption](#), co-presenting with Terri Douglas, co-founder and principal, [Catapult PR-IR](#), ([tdouglas@catapultpr-ir.com](mailto:tdouglas@catapultpr-ir.com))

The rules have been thrown out. The rapid evolution of social media has disrupted the traditional PR paradigm—and forever changed PR in the event marketing world. In this session, we'll explore new strategies you can apply to thrive—and not just survive—in this new environment. Learn to:

- Understand how social media has changed PR
- Motivate journalists
- Create compelling content
- Justify social media

Wednesday, March 4, 8 a.m.

[Integrate PR Data to Drive Attendee Engagement](#), co-presenting with Lisa Apolinski, professional speaker, author, digital strategist, and founder of her consulting company, 3 Dog Write, ([lisa@3dogwrite.com](mailto:lisa@3dogwrite.com))

Data analysis can be a powerful tool in optimizing your PR strategy and dollars—but with so much data, where do you start? In this session, learn to:

- Track PR effectiveness using digital techniques that can be applied regardless of budget or CRM system
- Decide what data will most impact your PR strategy
- Analyze and integrate data into your PR strategy

We'll include a problem-setting exercise to test your new data knowledge.

**Where:**

Mandalay Bay South Convention Center, 3950 Las Vegas Blvd. South, Las Vegas, NV 89119

**For More Information:** [www.exhibitorlive.com](http://www.exhibitorlive.com)

**About Kroner Communications**

Kroner Communications is a consulting company focused on results-oriented marketing communications initiatives. All work begins with measurable objectives, from fully integrated marketing communications campaigns to specific projects. Kroner Communications provides integrated message development, public relations, social media marketing, trade show strategy and planning, and web site marketing management for companies in various industries, including technology, fitness, and event marketing. Follow Kroner on [Facebook](#), [Twitter](#), and [LinkedIn](#). Phone 303-478-3044 or visit [www.KronerCommunications.com](http://www.KronerCommunications.com).