

Kroner Communications and Catapult PR-IR to Share Best PR Practices at EXHIBITOR2014

Marketing and PR experts will explore the most effective new tools available to PR pros for increasing client's online visibility

WHO: Marilyn R. Kroner
Principal
Kroner Communications (<http://www.KronerCommunications.com>)

Terri Douglas
Principal
Catapult PR-IR (<http://www.catapultpr-ir.com>)

WHAT: Peer2Peer Roundtable: How PR 2.0 Can Help Your Trade Show Results

Kroner will lead a discussion about incorporating integrated marketing communications and PR 2.0 into the trade show planning mix as an effective way to bring more value to event marketing programs.

<http://www.exhibitoronline.com/exhibitorshow/2014/peer2peer.asp>

Peer2Peer Roundtable: Staking a Market-Leading Position Through PR

Douglas will lead a discussion regarding the strategic public relations tools and methods that can be employed to help position individuals, companies or organizations as thought leaders in their industries.

<http://www.exhibitoronline.com/exhibitorshow/2014/peer2peer.asp>

Advanced Learning Session: Public Relations 2.0 and Beyond

Together, Douglas and Kroner will delve into the “new rules” for effective PR. The presentation will address how blogs and social media affect Public Relations. Kroner and Douglas will detail online tools that PR professionals are using to get their messages out to the media and their target audiences. The presentation will look at which social media tools are declining and which are growing in use commonalities. Risks involved with PR 2.0 will be explored.

Attendees should have some PR background, understand the basics of PR, and be prepared to build upon their foundational experience.

http://www.exhibitoronline.com/exhibitorshow/2014/session.asp?ID=R305#.UvE7P_ldXa5

WHERE: EXHIBITOR2014
Mandalay Bay Convention Center
3950 Las Vegas Blvd. South

Las Vegas, NV 89119

<http://www.exhibitoronline.com/exhibitorshow/2014/index.asp>

WHEN: Peer2Peer Roundtables:
Wednesday, March 19, 2014 5:30 p.m. - 6:30 p.m.

Advanced Learning Session:
Thursday, March 20, 2014 10 a.m. - 11:30 a.m.

**PRESENTER
INFO:**

About Catapult PR-IR

[Catapult PR-IR](#) provides strategic public relations and investor relations services exclusively for technology companies. Catapult helps its clients establish new market positions that are shared by only an elite few within their industry. The firm has won numerous awards, including PRSA's Gold Pick Award, Holmes Report's "Best Agency to Work For" award and the Boulder County Business Report's Mercury 100 Fastest Growing Companies Award. Catapult's client roster includes ALM Forum, CollabNet, Cloudpath Networks, CrowdIt, FreeWave Technologies, and Inovonics. For more information on Catapult, call 303-581-7760 or visit the company's website at (<http://www.catapultpr-ir.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, collateral development, advertising management, and web site marketing management for companies in various industries, including technology, fitness, and event measurement. Follow Kroner on [Facebook](#), [Twitter](#), and [LinkedIn](#). For more information on Kroner, call 303-478-3044 or visit www.KronerCommunications.com.

**ABOUT
EXHIBITOR:**

About EXHIBITOR2014

EXHIBITOR2014 is the trade show and corporate event industry's top-rated educational conference and Fastest 50-ranked trade show, taking place March 16-20, 2014, at the Mandalay Bay Convention Center in Las Vegas. For more information on the conference visit www.exhibitoronline.com

CONTACT: For more information or to speak to Ms. Douglas or Ms. Kroner, please contact:
Halie Noble at Catapult PR-IR
(303) 581-7760, ext. 19 or
hnoble@catapultpr-ir.com

###