

How to Instantly Engage Your Market, Connect with Customers, and Create Products that Grow Your Business

Now

BRISBANE, The dialogue about what's happening right now is happening right now.

Best-selling author, international speaker and marketing strategist David Meerman Scott has just released the book "Real-Time Marketing & PR", focused on how to affect the news and promote your business in "real-time". It's already a bestseller on Amazon Business and the Wall Street Journal.

In his only Australian "Real Time Marketing & PR" event for 2010, Meerman Scott will present, via live satellite, on Thursday 25th November at 7.30am at QUT's Creative Industries Precinct, 10 Musk Avenue, Kelvin Grove.

The Internet fundamentally changes the timescales on which we do business, compressing time and imparting a competitive advantage to the quick.

Brisbane's business and marketing community can learn how to:

- Engage reporters to shape stories as they are being written,
- Read buying signals as people interact with online information,
- Crowd source product development, naming, and even marketing materials such as online videos,
- Command premium prices by delivering products at speed; and
- Deploy technology to listen in on millions of online discussions and instantly and engage with customers and buyers

No longer do consumers have to wait for the morning paper or the evening news, according to event host Adam Franklin, marketing manager at Bluewire Media.

"Information is delivered up real-time and stories are shaped by new influences. Learning how to respond quickly and using the right media means that you can actually have a say in the way the news unravels," he said.

"If people want to know how to engage with the media and their customer base David Meerman Scott's keynote address is going to be incredibly helpful."

David Meerman Scott's presentation will be followed with a panel discussion and Q&A with some of Australia's leading marketing professionals: Netregistry's Jonathan Crossfield, Rowland Group's Rob Lovegrove and Bluewire Media's Adam Franklin and Toby Jenkins. One 'real-time tweet' from Blands Law General Manager, Vivienne Storey, says:

This is a MUST attend! RT @dmScott: BRISBANE @Bluewire_Media #BNEEVENT: Real-Time Marketing & PR by @dmScott Thu 25 Nov <http://bit.ly/bdHalY>

For all press enquiries please contact Adam Franklin on 1300 258 394. More information and tickets are available for \$79 online at <http://www.bluewiremedia.com.au/dmScott-event>

Or visit David Meerman Scott's blog <http://www.webinknow.com/>.

Contacts

Adam Franklin

1300 259 394

mailto: adam.franklin@bluewiremedia.com.au