

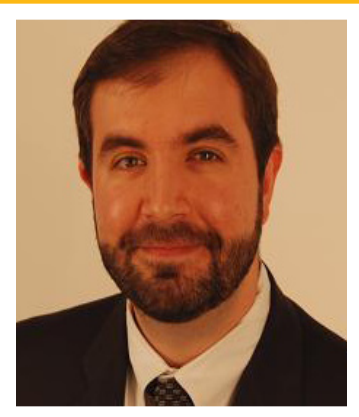


VCU Brandcenter Friday Forum

Sept. 24 / 11am - 12:30pm / VCU Commons Theater / 907 Floyd Avenue

Nick Ludlum

Vice President / Ogilvy Public Relations



Nick Ludlum is a member of Ogilvy Public Relations Worldwide's corporate and technology practices. He specializes in corporate reputation management, issues management, and B2B marketing. Clients have included CSC, DuPont, ETS/Prometric, LexisNexis, and Panasonic. He was recently named to PR Week's '40 under 40', a list of the "industry professionals who demonstrate the powerful future of the industry."

Topic / The Science and Practice of Public Relations

Descriptor / The role and value of public relations in an integrated marketing program is often misunderstood and opaque. With the rise of social media and a new class of influencers, however, public relations has become more valuable, and more central, to marketing communications programs than ever before. This session will explore what public relations is, it's role and place in the marketing ecosystem, and some of the science behind effective communication.