

Governor's New Media Workshop

Breakout Session Descriptions

Washington State Government 2.0: Making a Connection with Those We Serve
Wed., Sept. 23, 2009 Labor & Industries, Tumwater

Course title	The State of Media: An Introduction to the New Media Landscape
Course description	<p>Join Michael Eggerling and Kyle Mahoney of Edelman to hear about the latest trends in new media and the effect they could have on your agency.</p> <p>This session will answer questions about common new media tools, their uses and the rapid changes they bring to the traditional media industry. Presenters will share examples and best practices from successful new media efforts.</p>
Target audience	Those interested in a general overview of new media.
Length of session	55 min.
Max # of students	200
Start time	9:30 a.m.
End time	10:25 a.m.
Date	Wed. Sept. 23, 2009
Location	Labor & Industries, first floor auditorium
Presenters	Michael Eggerling, Edelman Kyle Mahoney, Edelman