

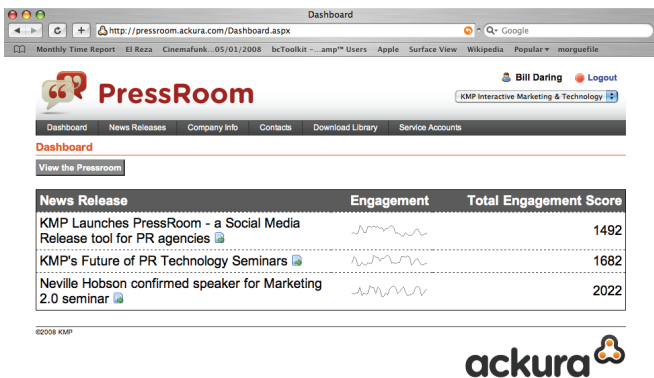


PressRoom: The web 2.0
way to manage your
public relations

PSST

Haven't you heard?

PressRoom is an easy to use tool which publishes your news message in an optimised form for bloggers, social networks, social bookmarking sites search engines and news aggregators.



Dashboard

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PressRoom Bill Daring Logout
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Dashboard News Releases Company Info Contacts Download Library Service Accounts

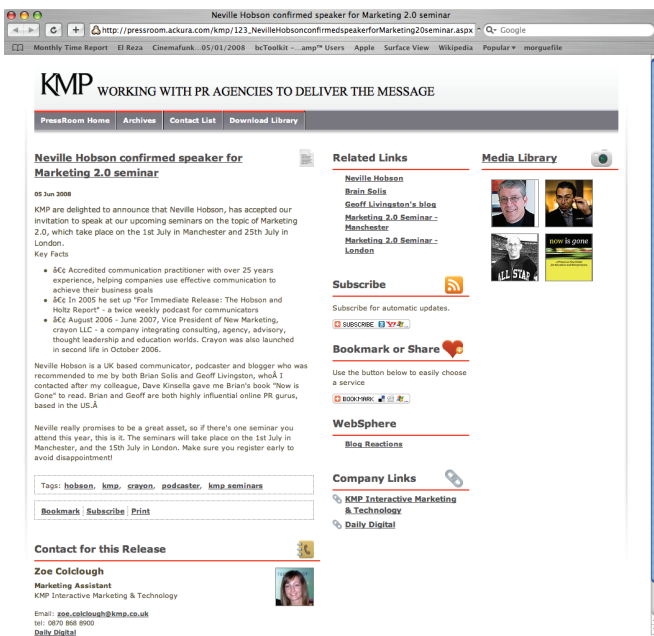
Dashboard

View the Pressroom

News Release	Engagement	Total Engagement Score
KMP Launches PressRoom - a Social Media Release tool for PR agencies		1492
KMP's Future of PR Technology Seminars		1682
Neville Hobson confirmed speaker for Marketing 2.0 seminar		2022

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KMP WORKING WITH PR AGENCIES TO DELIVER THE MESSAGE

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Neville Hobson confirmed speaker for Marketing 2.0 seminar

05 Jun 2008

KMP are delighted to announce that Neville Hobson, has accepted our invitation to speak at our upcoming seminars on the topic of Marketing 2.0, which take place on the 1st July in Manchester and 25th July in London.

Key Facts

- BCC Accredited communication practitioner with over 25 years experience, helping companies use effective communication to achieve their business goals
- BCC In 2005 he set up "For Immediate Release: The Hobson and Holtz Report" - a twice weekly podcast for communications
- BCC August 2006 - June 2007, Vice President of New Marketing, crayon LLC - a company integrating consulting, agency, advisory, thought leadership and education worlds. Crayon was also launched in second life in October 2006.

Neville Hobson is a UK based communicator, podcaster and blogger who was recommended to me by both Brian Solis and Geoff Livingston, who I contacted after my colleague, Dave Kinella gave me Brian's book "Now is Gone" to read. Brian and Geoff are both highly influential online PR gurus, based in the US.A

Neville really promises to be a great asset, so if there's one seminar you attend this year, this is it. The seminars will take place on the 1st July in Manchester, and the 15th July in London. Make sure you register early to avoid disappointment!

Tags: hobson, kmp, crayon, podcaster, kmp seminars

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Related Links

- Neville Hobson
- Brian Solis
- Geoff Livingston's blog
- Marketing 2.0 Seminar - Manchester
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- Protected login
- Multiple client PressRooms facility
- Managed news aggregator feeds
- Managed semantic web content
- Managed search engine optimisation
- Flexible pricing based on number of clients
- Telephone support and service support with news release optimisation, video distribution, customised branding

Here's how PressRoom fits in with your PR process



Step 1

Complete the Social Media Release template with headline, summary, news body, key facts quotations, related links and contact details.

Step 2

Upload relevant photos and videos which will automatically be distributed to flickr and YouTube.



Step 3

PressRoom optimises your release for the web and automatically generates detailed meta-data.

Step 4

Publish news release; **PressRoom** automatically informs the most popular search engines and news aggregators.



Step 5

Export the content of the social media release to your email marketing system or use in conjunction with **ackura MessageSender**.

Step 6

Track engagement with the news release by monitoring **PressRoom** dashboard.



Step 7

Understand and participate in the conversation.

For more information on **PressRoom** then visit ackura.com/pressroom or telephone us on +44 161 429 1497 to arrange an online demo.

Specifications:

Distribution

News aggregators: Google News, Yahoo news, Topix, Technorati.

Media sharing: Currently optimised for posting and tracking conversations on YouTube, Flickr, Technorati and del.icio.us.

Social Sites: Visitors to the social media release can bookmark and share this information on their favourite social sites.

Email: Content from the social media release can be exported for use in an email marketing system such as **ackura MessageSender**.

Social Media Release Features

Login: Set up includes protected access to **PressRoom** for 3 people. Additional users extra.

Multiple Clients: **PressRoom** can be set up to manage any number of clients. Individual client social media release areas can be branded with company logo.

Role Based Security: Authoring, Publishing or Administration permissions.

Managed news aggregator feeds: Automatic news distribution to Google news, Yahoo news, Topix, Technorati.

Managed semantic web content: Automatic semantic web formatting of news content and appropriate use of Microformats to contextually enhance content for search and distribution.

Managed SEO: Automatic search optimisation of news content including tag suggestion tool, alternative text for images and generation of extensive metadata from the Thompson Reuters Calais system.

Additional Features

Reporting: Dashboard tracking includes integrated reporting from Technorati cosmos, yahoo site explorer, del.icio.us, Flickr and YouTube.

Automatic Updates: Additional features and system updates become available to all users as soon as they are published.

Support Services: Phraseology and optimising SMR content, video and audiovisual production, photographic editing, campaign management.

 **KMP Digitata**

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