

## PR and Marketing: Adopting Interactive Marketing and Social Media Strategies for Museums

2-part web conference

November 18, 2009

1-2:30 p.m. and 3-4:30 p.m. (eastern)

*In collaboration with the AAM PR and Marketing Committee (PRAM) and LearningTimes*

### Presenters



**Steve Rubel**  
**Senior Vice President**  
**Director of Insights**  
**Edelman Digital, New York**

Steve Rubel studies global technology, media and online trends and shapes them into actionable insights and marketing communications strategies. In his role at Edelman, Rubel has served as senior strategic advisor to clients such as Dannon, HP, PepsiCo, Zagat, Unilever, Microsoft and many others.

His writings on emerging technology have been called must-read by the Wall Street Journal, Forbes, CNET, PC Magazine and Forrester Research. In addition, he is actively followed by more than 50,000 people on [steverubel.com](http://steverubel.com), 28,000 people on Twitter and writes a bi-weekly column for Advertising Age. Rubel has been named to several prestigious lists, including: PR Week's 40 Under 40, The Forbes.com Web Celeb 25, PC Magazine's 100 Favorite Blogs, Media Magazine's Media 100, the AlwaysOn/Technorati Open Media 100 and the CNET News.com Blog 100. Prior to joining Edelman in 2006, Rubel worked for 15 years in a variety of marketing communications positions in corporate, non-profit and small/mid-sized PR firms. Most recently, he spent five years at CooperKatz & Company where he pioneered the use of blogs as a marketing vehicle for clients such as the Association of National Advertisers, simplehuman, and Vespa.

**Deirdre Breakenridge**  
**Author, Entrepreneur, President/Owner, PFS Marketwyse**  
**Totowa, NJ**



Deirdre Breakenridge is an author, entrepreneur and President/Owner of PFS Marketwyse. A 20+ year veteran in the PR industry, she is the author of four Pearson Education/Financial Times Press business books, *Putting the Public Back in Public Relations* (co-authored by Brian Solis), *PR 2.0*, *New Media, New Tools, New Audiences*, *The New PR Toolkit* and *Cyberbranding*. Deirdre is an adjunct professor at Fairleigh Dickinson University in Madison, New Jersey, where she teaches courses on Public Relations and Interactive Marketing. Deirdre speaks nationally on the topics of PR and social media communications. She has spoken for the Public Relations Society of America (PRSA), The Vocus 2009 User's Group Conference, Florida Public Relations Association (FPRA), the National Association of Broadcasters (NAB), and at a number of colleges and universities. She was named Woman of the Year in 2009 by the National Association of Professional Executive Women (NAPEW). Learn more about Deirdre at PR 2.0 Strategies Blog: [www.deirdrebreakenridge.com](http://www.deirdrebreakenridge.com) or at [www.pfsmarketwyse.com](http://www.pfsmarketwyse.com).



**Jon Landers**  
**Managing Principal, Marketing for Museums Consulting**  
**Annapolis, MD**

As managing principal for Marketing for Museums, Jon advises museums on strategic planning, marketing, new business development, earned revenue strategies and fundraising. Jon has had a broad and diverse marketing management career, including leading museum and membership marketing for Experience Music Project; heading National Geographic's marketing outreach and new business development; directing website development and online marketing including search engine optimization (SEO) and search engine marketing (SEM) and social networking applications for Facebook and iPhones for tech start-ups; launching start-ups with low cost viral and on-line marketing efforts; and directing consumer branding efforts for Coach Leatherware, Hanes, Tropicana Orange Juice and Quaker Oats. As a Managing Principal for Economics Research Associates, Jon was a specialist in the Cultural Attractions consulting practice where he advised clients on strategic planning and business development including the National Museum of American History, the Carnegie Science Center, the U.S. Institute of Peace, the Cleveland Museum of Art, The National Museum of the United States Army and the National Geographic Society museum. Jon has also taught museum marketing at The George Washington University Museum Studies program and has lectured at numerous museum and marketing conferences. He earned his BA in political science and fine art from Bowdoin College and his MBA from Columbia University.

**Anne Edgar**  
**President, Anne Edgar Associates**  
**New York, NY**

Anne Edgar has publicized exhibitions, grand openings, building expansions, cultural festivals and awards programs, among other projects, for hundreds of museums and arts organizations nationwide over the course of the last 20 years. As the principal of Anne Edgar Associates, she has helped bring more visibility to such institutions as the Smithsonian Institution, the Guggenheim Museum, The Brooklyn Museum, Virginia Museum of Fine Arts, Williams College Museum of Art, and the Kimbell Art Museum. Currently Anne Edgar Associates is at work for the Smithsonian's National Museum of African American History and Culture, New York's Japan Society and Rubin Museum of Art, and the School of the Art Institute in Chicago. Anne teaches museum marketing at New York University in the Graduate School of Art and Art Professions, and is a member of the Board of Trustees of the Sir John Soane's Museum Foundation, New York/London.





**Cindy Hwang**  
**Project Associate, Anne Edgar Associates**  
**New York, NY**

Cindy Hwang has been working in advertising, marketing and public relations in a range of industries that include museums, non-profit organizations, pharmaceuticals and fashion. She's worked with Anne Edgar to garner publicity in the museum field for three years. Prior to rejoining Anne Edgar Associates, she worked at Ogilvy and Mather, teaming up with a health advocacy group to begin building a web presence around her client's osteoporosis treatment, creating a network of patient advocates to share their experiences. As part of her work at Ogilvy, she also collaborated with an education non-profit to help create a social network for leaders of inner city charter schools to help provide an online forum for discussion around teaching and leadership best practices. Cindy has also worked as a freelance marketing consultant to help generate a viral buzz on the web for an emerging footwear company. Cindy earned her Master's degree in Visual Arts Administration from New York University and her Bachelor's degree in Communication Studies from Northwestern University.

**Jay Geneske**  
**Assistant Director of Marketing Strategy and Online Media**  
**Shedd Aquarium, Chicago**



Jay Geneske is the assistant director of marketing at Shedd Aquarium, with a focus on brand strategy and online media. At Shedd, he sets the content direction for Shedd's electronic communication and Web presence. Prior to Shedd, he launched the new media program at Steppenwolf Theatre Company, and has served as a consultant for other non-profits and cultural institutions.



**Jonathan Finkelstein**  
**Founder and Executive Producer, LearningTimes.org**  
**President, The LearningTimes Network**  
**New York, NY**

Jonathan Finkelstein works with museums, educational institutions, libraries and other organizations to grow and maintain online learning communities and to foster human interaction, professional development and learning online. Jonathan works closely with AAM to produce and co-moderate the AAM online professional development program, as well as webcasts for the AAM Center for the Future of Museums (CFM). Jonathan also authored the chapter on live online outreach in the *The Digital Museum: A Think Guide*, published by AAM Press. His book, *Learning in Real Time* (Wiley/Jossey-Bass), translates over ten years of experience facilitating real-time online learning into a practical resource guide for anyone facilitating or teaching online. He can be seen as the host of the "Real Time Minute" ([www.realtimeminute.com](http://www.realtimeminute.com)), a podcast series about online collaboration, and as the moderator and producer of many live webcasts, online conferences and 3D virtual world events for museum and education professionals. Jonathan, who is the son of two New York City public school teachers, is a Certified Synchronous Training Professional (CSTP) and received his AB degree with honors from Harvard University. LearningTimes is proud to sponsor the 2009 AAM Online Professional Development Program and the upcoming CFM lecture and webcast.

**Greg Stevens**  
**Assistant Director, Professional Education**  
**American Association of Museums**  
**Washington, DC**



Since 2007, Greg has been responsible for developing and overseeing a growing library of AAM professional development programs for museum practitioners, including e-learning programs, seminars and workshops, as well as career-related activities (AAM Career Café™) at the AAM annual meeting.

Greg has co-moderated (with Jonathan Finkelstein) all of AAM's webinars and webcasts since the inception of the AAM online program in early 2008. Greg is also an adjunct faculty member at The George Washington University (GWU). Previously, Greg held education positions at the National Museum of the U.S. Army, Mid-Atlantic Association of Museums, National Building Museum, Smithsonian National Air and Space Museum, and Kellogg Performing and Visual Arts School in San Diego, where he spent over a decade of his previous life as a theatre designer and arts educator helping young people experience the collaborative process and product of theatre and art-making. Greg is the recipient of numerous awards for performance excellence, arts achievement, and educational service. He earned his MAT, Museum Education from the Museum Education Program, department of Educational Leadership at GWU; and his BA, Theatre Design from San Diego State University. Greg has been a working artist and theatre designer for 25 years.



**Public Relations and Marketing**  
**Standing Professional Committee**  
**(PRAM)**

**American Association of Museums**

The Public Relations and Marketing Committee (PRAM) of the American Association of Museums (AAM) provides professional training, mentoring, and networking opportunities to museum public relations, communications, and marketing professionals. PRAM supports members through a number of benefits, including a valuable list-serve discussion group, a biannual national seminar, webinars, regional workshops, networking events and fellowship opportunities for the AAM Annual Meeting. Check us out at <http://www.pram-aam.org/index.html>.