

Making Social Media Integrated, Relevant and Consistent Again.

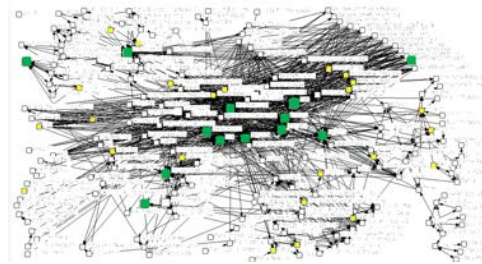
BIs Senter for virksomhetskommunikasjon inviterer til frokostmøte

Tirsdag, 10. februar, kl. 08:30 - 10:00, i rom B2065, BI Nydalen.

Påmelding sendes innen til Thomas.A.Groot@bi.no.

(Møtet er gratis, frokost fra 08.00-08.30)

Join us to discuss how Migros, one of Europe's largest retailers, faces the challenge of relevance and consistency of content in its corporate communications.



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Christian Fieseler, Associate Professor BI
Eliane Bucher, Director, Social Media, Migros
(<http://en.wikipedia.org/wiki/Migros>)

THE CONTEXT

- In the Age of Social Media and Online Communications, the stage belongs to those companies who manage to deliver highly **relevant** content to increasingly fragmented audiences in a **consistent** manner.

THE AGENDA

- ✓ How can centralized corporate communications strategically manage the growing number of online-channels addressing target audiences?
- ✓ What role do internal communications play in ensuring relevance and consistency throughout all online channels?
- ✓ What does the advent of content marketing mean for communications and for marketing?

*Senter for virksomhetskommunikasjon er takknemlig for støtten fra følgende organisasjoner:
BI, Telenor, Evry, Orkla and Akershus Universitetssykehus.*

