PRESS RELEASE

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Programme for 2nd International Social Media & PR Summit; storytelling to be the main theme at upcoming ING, Coopr event

On Thursday 16 and Friday 17 May 2013 ING Netherlands will host The International Social Media & PR Summit for the second consecutive year. This headline event is a joint initiative of Coopr PR agency, ING and popular US website PR Daily. The event at ING House in Amsterdam will welcome around 200 communications professionals. The main theme of the two-day summit is storytelling, with topics such as crisis communication and cross-cultural communication also on the agenda.

Stories ranging from LEGO to NASA
During the two-day event various speakers from a range of international companies will share their knowledge and experience about social media, communications and PR. Host Mark Ragan (PR Daily) and speakers from NASA, LEGO, Marvel, MTV and ING will share their experiences. Deirdre Breakenridge, Shel Holtz, Tom Foremski and other renowned specialists will also address the summit.

Who will attend?
The event is aimed at professionals in the field of media, public relations, media relations, social media, communications and public affairs. The 2013 International Social Media & PR Summit will be held at ING House in Amsterdam from Thursday 16 and Friday 17 May. For more information or to register for the summit, go to http://smpr2013.ragan.com/. The hashtag for the event is #SMPR2013.

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