



FOR IMMEDIATE RELEASE

Contact: Dustin Vrab, [Primum](mailto:dustin@primumagency.com)
dustin@primumagency.com, 414-765-2311

7Summits Sponsors Fifth Annual PR & Social Media Summit
Social business firm teams with Marquette University to present Milwaukee's Largest Social Media Event

MILWAUKEE (September 17, 2013) – [7Summits](#) and the [Diederich College of Communication at Marquette University](#) are joining forces to present the 5th annual [PR & Social Media Summit](#) on Wednesday, Oct. 9. As the title sponsor, 7Summits is bringing Milwaukee's largest social media event to life with fresh ideas and a trailblazing lineup of speakers.

"We are really excited to be sponsors again for the PR & Social Media Summit. It's important for us at Marquette and the Diederich College to be leaders in Milwaukee and the region. This event provides an excellent opportunity for professionals, and for our students, to stay on top of these fast-changing fields. It's also an important networking opportunity for professionals, our alumni among them," said Dr. Lori Bergen, dean of the Diederich College of Communication.

The one-day Summit, held 8 a.m. to 5 p.m. in Marquette's Alumni Memorial Union, will feature [speakers](#) on key PR and social media topics, including social media strategy, crisis communications, creating effective social content and leveraging LinkedIn. Thought leaders from MillerCoors, Prudential Financial and Yelp will be among the presenters, serving up practical tips that can be used on the job. 7Summits will also be among the speakers, alongside Groupon and Zebra, providing insight on social media measurement, driving business results with social media, and the advantages of bringing social media inside the organization.

In its first four years, the Summit drew a record-breaking crowd of senior executives, marketing and public relations professionals, brand managers and students. This year, two new events will offer even more opportunities to connect with industry leaders:

- **Workshops:** [Pre-Summit Workshops](#) offer a chance to take a deeper dive into a few of the key PR and social media tools in the marketplace. The workshops will take place from 3 p.m. – 5 p.m. on Oct. 8 — the day before the Summit. Each session is limited to 20 participants.
- **Networking:** A networking event will be hosted on campus immediately after the Summit, from 5 p.m. – 7 p.m. on Oct. 9 at the Alumni Memorial Union.

"Every year, industry pioneers from across the country coalesce in Milwaukee for the PR & Social Media Summit. This alone is noteworthy," said Paul Stillmank, CEO of 7Summits. "This year, we've advanced the event even further by working with Marquette to ensure it includes even more relevant content and the opportunity to discuss future trends with innovators. If you're working in PR and social media, you can't miss this event."



Visit <http://www.insightsummitseries.com/> to learn more and register for this year's event.

About 7Summits

7Summits, www.7SummitsAgency.com, is a social business agency founded in 2009 to help companies engage customers, partners and employees to help grow their businesses. 7Summits solutions deliver top line revenue growth and bottom-line productivity improvement by focusing on both consumer influence and employee collaboration. The company works with numerous Fortune 500 brands to transform key business processes and become more fully networked enterprises. 7Summits offers deep expertise in social business strategy, community experience design, platform development and integration, as well as community activation.

###