



NIRI LA Invites You to
NIRI In Your Neighborhood – Conejo Valley
Social Media 101 for IR
Wednesday, April 20, 2016

While the PR side of most companies has embraced social media, many IROs are still skeptical – and often fearful. Regulatory concerns are often raised and questions over what the appropriate level and method of engagement can also stymie social media applications for IR. During this NIRI In Your Neighborhood, we'll have a 101 course in the basics of how to get started using social media and begin to get information out broadly, rapidly and often in a more engaging manner – all without succumbing to the wrath of the SEC. And if you're already using social media as part of your IR arsenal, we'll discuss ways to consider broadening your program even further.

Please join us at Mediterraneo Restaurant for this informative NIRI event. It's also a great opportunity to network with your IR peers, and NIRI LA will pick up the tab for lunch.

- Who** This event is open to NIRI LA Chapter members who are IR professionals or advisors/consultants.
- When** Wednesday, April 20 2016
12:00 noon – 1:30 pm – Lunch and Discussion
- Location** Mediterraneo
32037 Agoura Road
Westlake Village, CA 91361
Phone: (818) 889-9105
- Parking** Abundant free parking in parking lot
- Attire** Business Casual

[Register here](#)

Meet our guest speaker, Heather Wilson

Heather is a managing director and head of the San Francisco office for Abernathy MacGregor. She advises clients on crisis management and preparedness, media and social media strategy, transactions, litigation, product recalls and government investigations. She has served as senior corporate strategist for a number of major brands and multinational corporations from a variety of industries, largely in the technology, consumer products and food & beverage spaces.

She has led numerous corporate and financial-focused digital assignments, including: helping HP create a digital news and investor hub and influencer network; and working with PepsiCo to create a corporate-focused social media and digital innovation showcase at SXSW Interactive. She also currently works with several Silicon Valley firms and major consumer brands to help them effectively tap social media in times of crisis and works with them to create better ways to engage with digital and mobile channels to tell their corporate and investor story.

Prior to joining Abernathy MacGregor, Heather worked for Weber Shandwick where she led crisis and issues management both on the West Coast and out of Chicago. She was instrumental in crafting the agency's digital crisis management protocol and training program.

Heather was previously a journalist, with stints at CBS MarketWatch, CNBC, Los Angeles Times, Los Angeles magazine and FOX News. As a reporter she won a 2004 Los Angeles Press Club Award and was nominated for an Online News Association award. She began her career as a congressional aide on Capitol Hill.

Heather graduated from Southern Methodist University in Dallas, Texas with a degree in political science and received her master's degree in journalism from the University of Southern California's Annenberg School of Communication and Journalism.