



September 4, 2012

Crisis Communication in the Age of Social Media

Good news does travel fast, but bad news now travels instantly- or as fast as Twitter carries it! Social networks, blogs and other digital outlets have increased the speed that bad news can travel - and now everyone can get in on the conversation.

What can any of us- individuals, organizations and companies- do to handle a social media communications crisis?

Join industry leader Sam Philips, founder of Glide Technologies, a division of NASDAQ OMX Corporate Solutions Division, to discover if crisis does indeed create opportunity.

Who:

Sam Philips, founder of Glide Technologies, a division of NASDAQ OMX Corporate Solutions Division, providing solutions to take full advantage of the internet for media relations. Sam assists corporations in managing their information and message in a diverse global community.

When: Tuesday, September 11, 2012
11:30AM - Check-in/Networking
12:00PM - 1:30 PM - Lunch and Presentation

Where: Denver Athletic Club
1325 Glenarm Place, Denver

Cost: NIRI Members - \$41,
Non-Members - \$58

To register, go to www.rockyniri.org.

About NIRI and the Rocky Mountain Chapter

With more than 3,500 members in 32 chapters around the country, the National Investor Relations Institute (NIRI) sets the highest standards in education designed to advance the practice of investor relations and meet the growing professional development needs of those engaged in the field. The Rocky Mountain Chapter represents most of the major public companies in the Rocky Mountain region with a membership that averages about 75 corporate practitioners, IR consultants and IR-related service providers. The chapter holds regular monthly meetings and special events featuring experts on leading issues affecting publicly traded companies and the investor relations profession. For more information on the Rocky Mountain Chapter, please visit its Website at www.rockyniri.org.

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