

PRs propose "boot camps" for clients

CANCÚN, MEXICO: With more than 500 million people on Facebook and an estimated 18 million on Twitter it's clear that social media cannot be ignored. Hence, a major conference of public relations professionals in Cancún, Mexico this month will focus on how PROs can make use of social media for the benefit of their clients. Agencies are going as far to set up "boot camps" for clients to introduce them to the benefits of social media campaigns.

Members of the Public Relations Global Network (PRGN) from around the world will discuss how to best utilize these new channels of communication.

HWB general manager and account director Wayne Lowe said that he was looking forward to the discussions on social media and how it could benefit clients. "In order to make use of Twitter, Facebook and the rapidly expanding communication possibilities offered by social media it's necessary to look at each client's needs and to come up with solutions that work for them. One has to understand the benefits of this medium and the challenges and risks associated with it".

HWB Communications (Pty) Ltd of Cape Town is the only African member of the PRGN, which is a by-invitation only network of leading independent agencies worldwide.

Grappling with integrating social media

Agencies around the world are grappling with integrating social media into their strategies and this will be a major focus of this meeting. One of the PRGN members The Feary Group in Seattle will present a session on how they tweeted an entire surgical operation for one of their clients. The campaign generated 36 hours of discussion and reached more than 83 000 people. The Feary Group has gone as far as holding "boot camps" for clients.

Lowe said, "At HWB we are constantly looking at new ways for our clients to communicate their messages and to reach their target markets this meeting will offer and opportunity for us to share our experiences and to learn from others".

For more information go to www.hwb.co.za go to our Facebook page. Follow Lowe's tweets from the conference - tweeted via [@hwbcomm](https://twitter.com/hwbcomm).