Tom Miale

Director, Multimedia Engagement at PR Newswire

New York, NM, US

Seasoned digital media professional experienced in all aspects of the industry from management to sales, production & product development.

Tom is the Director, Multimedia Engagement for PR Newswire and is a seasoned digital media professional who has worked in all aspects of the industry from executive management, sales, production, and product development. Tom started his webcasting experience at MediaOnDemand, a leading webcasting and multimedia company, in 1995. There, he was responsible for all aspects of technological implementation of webcast and multimedia solutions. He oversaw projects for many different organizations and quickly became an integral part in growing the company's revenue 400% over a two year period. In 2006, Tom joined MultiVu, a PR Newswire company, where he has become an innovator in implementing social media components in to traditional webcast and broadcast products. He's run Twitter based webcasts and has developed a Blogger Media Tour product that allows brands to reach targeted social audiences with their messages. Tom has been an active blogger for years. Most recently he started the blog www.notafoodie.com where he writes about his adventures in the food world.

Keynote, Moderator, Panelist, Workshop, Host/MC, Corporate Training

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Media - Online, Social Media, Public Relations and Communications, Writing and Editing, Information Technology and Services, Media Production

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Blogging, Multimedia Communications, Online Marketing & Communications, Multimedia Content Development & Distribution, Social Media Marketing, Pr Communications & Strategies, Digital Video

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Vetting in the Age of Social: Who Do You Trust?

Influence over who shares what, how often it is shared, and eventually what shows up in search is the holy Grail for anyone who wants their content to be consumed: news organizations, PR professionals, marketers, bloggers, and more. In this workshop, Tom will discuss where this is leading us, what we can do to make sure we get information we "need to know," and how that information / content is prioritized and weighted by trust.

Traditional Media vs. New Media: It's Just Media

These days, people get tripped up over the line between traditional media and new media. In actuality, there is no traditional media or new media; there is just media. And, as always, the goal is the same: to communicate with these audiences effectively. The key to achieving this goal is finding those influencers who speak to your brand and facilitating a two-way conversation with them. Tom will outline how to build relationships with key influencers and provide tips for social media writing.

Lights, Camera, Action! Shining a Spotlight on Video Engagement Tactics & Strategies
When it comes to the power of video, the numbers speak for themselves. According to comScore, the amount of time that consumers spend watching online video jumped 60% in the last year. And this fact represents a whole lot of opportunity for marketers and PR professionals! As a primary catalyst for interaction, video is increasingly becoming a ?must-have? for many of today?s campaigns. Join Tom as he provides actionable tips for creating compelling videos and highlights case study examples.

Getting Your Content Through: Strategies to Optimize Delivery Options and Mediums
Content2Conversion Conference 2012

Vetting in the Age of Social: Who Do You Trust?
SXSW Interactive

Brands as Story Tellers
The Social Consumer 2012: Case Studies and Roundtables

Traditional Media vs. New Media: It's Just Media
PR Newswire Webinar Series

Lights, Camera, Action! Shining a Spotlight on Video Engagement Tactics & Strategies
PR Newswire Webinar Series

Director, Multimedia Engagement ? PR Newswire
PR Newswire is the premier global provider of multimedia platforms that enable marketers, corporate communicators, sustainability officers, public affairs and investor relations officers to leverage content to engage with all their key audiences. PR Newswire provides end-to-end solutions to produce, optimize and target content ? from rich media to online video to multimedia ? and then distribute content and measure results across traditional, digital, mobile and social channels.

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