

Join the Convo with @GiniDietrich this Friday

Isn't it the job of the marketing department and the PR firm to "control the message?" Shouldn't they be consulted before any press release comes out, interview occurs or content is posted? Truth is, "control the message" is the prevailing logic in the PR world and among marketing departments. As [CEO of Arment Dietrich](#), Gini Dietrich has worked in the Big PR world and understands that things don't work that way anymore.

[She gets that the world of social media is different](#), as you can see by her highly popular blog. Come join us to hear how she is helping large companies and organizations around the country build a groundswell of support through social media strategies. How does an organization get started? How do they change from a centralized marketing mindset to an infinitely more powerful hive mentality? How can you take advantage of the wisdom and comments of the masses?



Come join the conversation this Friday at 12:00 PM EST as Gini Dietrich, author of the blog <http://spinsucks.com>, join us to help answer these questions. Gini has a brilliant mind when it comes to social media- I guarantee this call will be well worth your time.

[CLICK HERE to sign up for the call.](#)