

# NovaCOM<sup>15</sup>

## What's New/What's Next in Communication and PR

*A Conference for Communication and PR Professionals and Students*

Presented by:

Rutgers University's  
School of Communication and Information (SC&I)

Friday, April 17, 2015  
8 a.m. – 2 p.m.

Heldrich Hotel and Conference Center  
New Brunswick, NJ

NovaCOM '15 is designed to provide a unique networking and professional development experience for Communication and PR professionals and students. It will provide a unique interactive forum focused on innovative trends and tools that fit a rapidly evolving world of technology and culture. Meet and learn from a distinguished and diverse group of industry professionals and faculty who will share their insights on current and future trends in Communication and PR. Attendees will interact with thought leaders from corporations, nonprofits, PR firms, media and higher education. Below is a sampling of session topics:

- Effective Use and Measurement of Social Media in Communication and PR
- The Role of Communication and PR in the Sports, Entertainment and Fashion Industries
- Creative Content Rules!
- Media Relations 3.0: Operating in the New Media Landscape
- Reimagining the Audience: What Can We Learn From Strategic Health Communication
- The Role of the Law and Ethics in Communication and PR
- Reflections on the Communication and PR Professions: Industry Trends and Employment Outlook
- Big Data and Predictive Analytics in Communication and PR – The Good, the Bad, and the Metrics

*For more information:* [wp.comminfo.rutgers.edu/novacom/](http://wp.comminfo.rutgers.edu/novacom/)

*To register:* [bit.ly/NovaCOM15](http://bit.ly/NovaCOM15)

*Or email us:* [novacom15@gmail.com](mailto:novacom15@gmail.com)



**Laurel J. Richie**

*President*

Women's National Basketball  
Association (WNBA)

Interviewed by:

**Mike Emanuel**  
Chief Congressional  
Correspondent  
FOX News



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