

HOWARD, MERRELL & PARTNERS

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Howard, Merrell & Partners' Jeffrey L. Cohen to Speak at BlogWorld & New Media Expo

Raleigh, N.C. – Oct. 14, 2010- Howard, Merrell & Partners' Jeffrey L. Cohen will speak at BlogWorld & New Media Expo in Las Vegas, Oct. 16, 2010. The three-day, industry-wide event brings together social media strategists and experts to share knowledge of new technology and industry trends.

Cohen will moderate a panel entitled "Effective B2B Social Media Strategies," held Saturday, Oct. 16, at 3:30p.m., as part of the Social Media Business Summit track. Using real-world examples, panelists will discuss how social media can make a difference for a business' bottom-line. Cohen will speak alongside Kipp Bodnar, inbound marketing manager at HubSpot, LaSandra Brill, senior manager of global social media at Cisco, and Kristen Watson, director of corporate marketing at Kinaxis.

Cohen is the social media marketing manager at Howard, Merrell & Partners, where he provides strategic social media and online marketing counsel. He is also managing editor of SocialMediaB2B.com, a top-ranked blog by Ad Age magazine that focuses on social media in the business-to-business space.

For more details about the event, visit <http://www.blogworldexpo.com/>.

About Howard, Merrell and Partners

Raleigh, NC-based Howard, Merrell & Partners Inc., founded 65 years ago, is a pioneer in understanding and applying the power of emotions to develop effective business and communications strategies. While much has changed since 1945, the agency still works to maintain the same virtues that Jack Howard and his predecessors used to build the agency over the years. Agency service offerings include brand development, creative development and production, consumer insight research, public relations, media asset services, event planning and management, social media, interactive services, Hispanic marketing and strategic account management.

Recent clients include BASF Plant Science, Butterball, Canvas on Demand, Central Aquatics, CHD Meridian Healthcare, Cisco, Colonial Bank, Component Hardware Group, Doctors Vision Center, El Pueblo, Inc., Georgia-Pacific Professional (Dixie® and enMotion®), Hewlett-Packard, Interton, Invacare, INVISTA (CORDURA® brand), National Humanities Center, NC Beautiful, O2 Fitness, Oliver Twist Restaurant, ReSound, Safe Quality Food Institute, THOR•LO, UltraPet, and Zilla. The agency's work has been honored by the Telly Awards, the Addys, Graphis, The London International Advertising Awards, The Communicator Awards, Sir Walter Raleigh Awards, Hermes Creative Awards, The InSpire Awards and the North American Precis

Syndicate. For more information, visit <http://www.merrellgroup.com> or the agency's blog at <http://www.merrellgroup.com/blog>.