



# New Webinar on Pitching Top Tech & Gadget Blogs: Editors Tell PR What's Trending and How to Reach Online Audiences

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*Bulldog Reporter's PR University Presents a New Meet the Editors Webinar with TechCrunch, InfoWorld and More*

OAKLAND, CA, USA, September 12, 2013 /EINPresswire.com/ -- Oakland, CA - (NewMediaWire) - September 12, 2013 - PR professionals looking to place stories with leading tech and gadget bloggers will learn the best ways to develop long-term relationships with these influencers in a new 90-minute webinar by PR University. The event features a panel of bloggers who will reveal their hottest editorial interests—and offer the crucial information PR needs to pitch them more successfully.

PR pros who attend Pitching Top Tech & Gadget Blogs: Editors Tell PR What's Trending and How to Reach Online Audiences will discover how to tap into the growing craving for consumer tech news—and get gear, gadgets, apps and tech goodies on the radar of top online outlets.

This PR University webinar takes place on Thursday, September 19, at 1PM ET (noon CT; 11AM MT; 10AM PT).

Featuring Trainers:

John Biggs, East Coast Editor, "TechCrunch"

Bill Snyder, Contributing Writer and Columnist, InfoWorld's "Tech's Bottom Line" and CIO's "Consumer Tech Radar"

Helena Stone, Editor in Chief, "Chip Chick"

Jeff Gamet, Managing Editor, The Mac Observer

Varun Krishhnan, Editor in Chief, FoneArena.com

What PR pros will learn:

- Top Tech Trends to Watch: From tablet domination to apps, smarter phones and TVs, wearable

technology and more—the top tech topics, products and services editors are covering ... and how to peg a brand to them

- What Motivates Tech Sites: Key insights into the mindset fueling the tech digerati—and how to use that knowledge to protect and promote a brand or product
- Anatomy of Winning Features: Key elements editors and blogs expect in tech features and pitches today—from unique sources, sexy soundbites and stats to controversy and digital assets
- Targeting Essentials: How tech bloggers view their editorial missions, the stories they blog about—and how to match a pitch to their preferences
- How to reach them directly, do they do “deskside” meetings, how do they want to work with PR pros?
- Multimedia to Pitch Now: Online video, multimedia, infographics—the new media assets that tech bloggers say sweeten the pitch and boost the chances of getting posted
- Social media tips: How to use social media like Twitter and Slideshare to build relationships with these bloggers—plus how NOT to pitch via social media
- How the best PR pros have gained the ear—and trust—of key tech bloggers and how to build long-term relationships with online tech writers
- The inside scoop on products and NDAs—which ones are welcomed by the tech blogger community and which are rookie mistakes to avoid

For more details, go to the conference home page.

Bulldog Reporter’s PR University produces over 60 high-level professional development conferences per year with extraordinary speakers on media relations skills, PR measurement, crisis communications, advanced PR technology, social media, and the nation’s most influential media—a complete professional development program to meet all your training and updating needs.

Attendance at this Bulldog Reporter PR University webinar costs just \$299 per login. Participants in this 90-minute webinar will be able to pose specific questions for the presenter at several junctures during the discussion.

Attendees of PR University conferences receive one credit toward PRSA accreditation maintenance. Registration also includes an up-to-the-minute conference manual. For more information on taking part in the event, go to the conference home page or for personalized

service and special offers please contact one of our sales consultants toll free at: 1-800-959-1059.

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