



Ian Applegate

As quickly as things have been advancing technologically in communications, it takes a diverse and adaptable skill set to maintain the cutting edge, and the best practices are determined by sharpening the instinct in what works the most effectively. Ian has proven in many ways how well his strategies work, and he'd like to share those strategies with the greater New Haven business community.

Topics:

Businesses and organizations are utilizing video as a way of representing themselves online to prospective clients. The city as a whole is utilizing the same platforms to promote itself regionally and nationally. This presentation explains how best to connect to your potential audience, and also answers the question of 'why'.

Primary Areas of Expertise:

Producing broadcast-quality video production with social media as a sharing tool to spread its reach.

Audience:

Those interested in furthering the reach in the awareness of their business or organization.

Contact:

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Nhv.org

@NhvOrg on both Twitter and Instagram, as well as Vimeo.com/Nhv for video production, as well as Vimeo.com/infonewhaven for the video work being made for the City of New Haven as a part-time employee of Town Green District.