



## MediaValueWorks' Inaugural Tech-Editors' Meet fuels powerful conversations on 'How to Leverage on New Age Media'

Media Stalwarts, Corporate Communicators, Bloggers & Tech Marketers gathered at the forum in Pune, India.

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MediaValueWorks, India's first communications company to offer cloud based PR architecture to help companies commune at a global level efficaciously concluded their inaugural Tech Editors' meet at Pune. Themed as 'How to Leverage on New Age Media' the forum put forth expert conversations on futuristic media engagements across a cross section of the media universe.

The thought stimulating sessions were addressed by media experts on how a communicator should transform and sharpen their skills to develop far-impacting, compelling content that can positively influence their company' brand.

Talking on the relevance of such inspiring & engaging forums, Rachana Chowdhary, Founder Director, MediaValueWorks said, "We are overwhelmed by the response received from the Industry, as the inaugural session of the Tech-Editor's Meet was a roaring success at Pune. The delegates sportingly soaked themselves in the atmosphere at the event, whilerevisiting their strategic communications decisions and introduction of newer best practices. We aim to advance the conversation levels amongst the stakeholders of the industry, thereby garnering a scientific methodology to the business."

Delving into all aspects of "telling stories" the meet encompassed in itself sessions on advanced platforms of media engagements like business media, B2B



Tech Editor Meet Image

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broadcasting, engaging through videos, relevance of language media & exploring the blogosphere.

#### Session highlights - Leveraging New Age Media

- Evolving Business Centric News Stories
- Broadening the B2B Horizon
- Embedding Video Stories in Regular Communications
- Impact of language media as a global platform
- Capturing the Transformation at Blogs
- Digitizing your Records / Archiving for use

The Tech Editors' Meet at Pune saw an increased focus of media attention for the technology stories differentiating on the nature of the content and its penetration. The forum supposed and expressed the need for expanded space allocation towards technology sector stories primarily moving beyond the gadgets and the devices. There is a definitive need to express more of growth-oriented, enterprises and SME-led software architecture stories, as India witnesses a stupendous growth in the IT deployments.

The amalgamation of great minds aspired to proactively change how companies communicate to the media & to their target audiences. The Meet witnessed keen participation from several leading corporates of Pune.

About MediaValueWorks:<http://www.mediavalueworks.com>

MediaValueWorks, a member of International Public Relations Association, is a dynamic global communications company. With custom-designed media communications solutions, MediaValueWorks helps organizations with accelerated outreach penetration garnering Quality plus Quantity results. MediaValueWorks helps in establishing relations with Media Who Matter. MediaValueWorks has offices and associates across Asia Pacific, US, UK, Middle East & Africa, Latam& ANZ, MediaValueWorks successfully spans outreach in over 150 countries in over 25 foreign languages.

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