

[USFSP News Center »](#)

USFSP, Tampa Bay Times plan online communication conference

Posted [October 25, 2012](#) at 4:47 pm by [Tom Scherberger](#)



Learning about multi-media

The University of South Florida St. Petersburg and the [Tampa Bay Times](#) will present a half-day conference on effective online communication techniques on Thursday, Nov. 15 from 1 p.m. to 5 p.m.

Communicate! 2012, hosted by the USFSP Department of Journalism & Media Studies, is designed for a broad audience and will offer practical strategies and tactics to communicate online. It will be held in the [University Student Center](#) ballroom, 200 Sixth Ave. S, St. Petersburg.

“We are excited to partner with the Tampa Bay Times, Florida largest and most respected news organization, to present the latest techniques in online information and design,” said Mark Walters, associate professor journalism and USFSP director of [Digital Journalism and Design](#). “We think everyone will leave with practical ideas on improving their presence in the online world.”

The various discussions during the event will provide practical advice for effective online communication techniques – whether to create a branding message, sell a product or engage an online audience around a digital project. Attendees will learn to communicate through multi-media, use social media to promote brand messages and get tips for measuring the digital success.

USF St. Petersburg journalism faculty and experts from the *Tampa Bay Times*, Time Inc., Pandora Internet Radio, [McKay Advertising](#) and [SocialNewsDesk.com](#) will lead the sessions. Afterward, everyone is invited to a Tweet and Greet at the nearby [Hangar Restaurant](#), 540 1st Street Southeast, St. Petersburg.

Topics during the conference include engaging and growing audience through social media, legal issues in the digital age and the challenges and joys of mobile media

The cost is \$25 a person or \$35 the day of the event. A discount is available for groups of five.

Attendees also can learn more about USFSP's online master's degree in Digital Journalism and Design and M.A. in Journalism and Media Studies.

[Get more information and a complete list of topics and presenters.](#) Or e-mail Casey Peterson: capeterson@usfsp.edu.