

EMG VP Joins Digital LA Panel as Industry Expert

Date: 06-11-2009 03:28 PM CET

Category: [Advertising, Media Consulting, Marketing Research](#)

Press release from: [Earthbound Media Group](#)

IRVINE, CA – Earthbound Media Group’s (EMG) Vice President of Entertainment and Senior Social Media Consultant Jayson Oertel will appear as a featured panelist speaker for Los Angeles-based networking organization Digital LA’s “Widgets and Apps for Entertainment” event to discuss how widgets, applications and iPhone apps can be leveraged as part of a viral marketing strategy for movie and TV show campaigns. The event will be held at Rush Street restaurant in Culver City, California, on Monday, June 15, 2009, from 7:00 p.m. to 10:00 p.m.

“During the panel discussion, I will discuss EMG’s successes using a cohesive web presence and social media strategy in the promotion of Twentieth Century Fox’s I Love You, Beth Cooper,” explained Oertel. “In addition to the social media features available on the film’s official movie website, the interactive widget gives users the ability to view Hayden Panettiere’s personal confessional, anonymously tweet their secret thoughts publicly on Twitter and share their own personal ‘moments of truth’ videos on YouTube. Widget features like these work harmoniously together to really engage fans and help them spread the word about the movie.”

Joining Oertel in the panel are major players from leading widget provider ClearSpring as well as design and media firms Joystick Interactive and Kaloopy Media. The expert panelists will discuss and cover today’s hot topics surrounding widgets and apps including viral strategies, key metrics and goals, customization and iPhone app development using real-life case studies.

For an \$18 admission fee, attend the event and acquire insight from Digital LA’s expert panelists as they discuss tips and tricks in generating buzz for a campaign via the latest and greatest widgets and application technologies. Register today at www.digitalla.net/.

About EMG (www.earthboundmediagroup.com)

EMG is a one-of-a-kind, technology-driven strategic marketing agency. Our singular goal is to evolve the digital and visual landscapes of business for corporations, brands and non-profits worldwide.

As a leader in the marketplace, EMG has single-handedly set a benchmark for complexity, creativity and vitality in the solutions we have provided for both our partners and clients alike.

Earthbound Media Group
14988 Sand Canyon Ave., Studio 5
Irvine, CA 92618
Contact: emginfo@earthboundmediagroup.com

[You can find this press release here](#)