



From Blog to Network: the Geneva Communicators expands

Geneva, December 2008: December 8 marks the official launch of the Geneva Communicators Network - a new identity for the Geneva Communicators Blog that now has over 200 subscribers.

The GCN will continue in the tradition of the blog with posts about news, events, and publications linked to communication in the Geneva region and beyond – while expanding its offer of events. New features on the blog include a new look (www.genevacom.org), as well as additional pages such as networks, partners, and resources. The blog also welcomes two new contributors, Melitta Campbell and Vincent Lusser who will share their valuable perspectives in this field. In addition to the traditional breakfast and lunch meetings held 3 to 4 times per year, Vincent Lusser will organize after work social get-togethers on the first Monday of every month.

The Geneva Communicators Blog was created by Glenn O'Neil and Patricia Goldschmid two years ago. "We noticed that people were looking for a place to find information about what's new in the field of communications and PR," says Glenn O'Neil, co-founder of the GCN."

"In two years, attendance at our events and traffic to the blog has doubled, and transformed itself into a real network – thus the new name", adds Patricia Goldschmid, co-founder of the GCN.

Networking is increasingly valuable in a world overwhelmed with information. Through this platform communicators can stay informed about the latest trends in communications. They can also exchange knowledge and information, thus becoming more effective communicators.

The GCN will be formally launched on Monday, 8 December 2008 from 18h30 onwards at the Soleil Rouge, 32, Boulevard Helvétique. Entry is free of charge with drinks and refreshments offered by the GCN. Participants may register on www.genevacom.org.

For further information, contact: Patricia Goldschmid, 079 278 1479 or Glenn O'Neil, 076 325 6213, Email genevacom@gmail.com.

The Geneva Communicators Network is a platform for communication professionals working in the Geneva region to exchange news and information and perspectives about various topics linked to media and communications. Currently, the network has over 200 members including professionals in communications, public relations, media and marketing.

Participation is free and open to all interested professionals working in communications. The Geneva Communicators Network is run by a volunteer team and supported by generous partners. It is not affiliated with any commercial interests. www.genevacom.org