

# Social Media for Grownups

## (Social Media for Bermuda's International Business)

For immediate release

LONDON, UK. March 4, 2010. A leading US lawyer and a UK-based communications expert this month are hosting the first event in Bermuda examining how International Business can use social media.

Both speakers have extensive knowledge about using social media platforms such as Twitter, Facebook, LinkedIn and blogging in the global corporate world and have advised and helped implement social media strategies for insurance and reinsurance companies, and the companies that service them.

The speakers are **Mairi Mallon**, managing director of specialist re/insurance public relations firm rein4ce Ltd, and **Dan Gerber**, chair of attorney and litigators Goldberg Segalla LLP's Global Insurance Services Practice Group. Both have written and spoken extensively about social media and the insurance market.

The exclusive event will be of interest to public relations and marketing officers, legal counsel and senior executives who want to be at the cutting edge of social media for business. The seminar will take place at 8.15am to 9.30am on Monday March 15 at the Bermuda Underwater Exploration Institute (BUEI). The events is being kept short to allow executives to go to the World Insurance Forum, however, Mallon and Gerber will stay on afterwards to answer additional questions and offer advice. Places are limited and cost \$199. To register, please go to <http://www.initioconsulting.co.uk/socialmediaevent/>

“Whether it is networking on LinkedIn, corporate blogging or joining in the conversation on Twitter – more and more companies are learning how to use the new and powerful tools of social media,” said Gerber, whose firm Goldberg Segalla is seen as a leader in the field with their legal reinsurance blog and their use of LinkedIn. Gerber's deep understanding of social media means he has advised global corporations on social media strategy and mitigating risks associated with such a strategy.

Mallon, a former Royal Gazette and Bermuda Sun journalist who blogs and Tweets as “reinsurance girl”, has been called on to use her knowledge of

the insurance market, communications skills and understanding of social media to help companies in the UK and Bermuda develop social media strategies.

“Many companies know they need to develop the skills to use these new tools, but don’t know how to go about it,” said Mallon. “Many are risk-averse by nature and are struggling to work out how to use these tools sensibly. We are going to help people lose the fear and show them how to develop a workable strategy.”

Mallon and Gerber will be discussing the benefits and pitfalls of social media, showing what works - and what wastes resources. The pair, who initially met through blogging and LinkedIn, will examine the keys to developing a workable strategic plan for social media and understanding the potential liabilities created by social networking. They will also discuss how companies can meet their legal responsibilities – and mitigate risk - while using social media.

### **Ends**

For further information contact Mairi Mallon or Stephen Breen on +44 (0)1698 813103 or [mairi@rein4ce.co.uk](mailto:mairi@rein4ce.co.uk) or [stephen@rein4ce.co.uk](mailto:stephen@rein4ce.co.uk)

### **About rein4ce**

Rein4ce is a niche public relations firm serving insurance and reinsurance companies and the businesses that service them. Founded by former reinsurance journalist Mairi Mallon, rein4ce has worked for clients in London, Bermuda, the United States and the Middle East. Mallon, who has been hailed as one of the most important exponents of social media in the re/insurance markets, Tweets under the name ‘reinsurancegirl’.

[www.rein4ce.co.uk](http://www.rein4ce.co.uk)

### **About Goldberg Segalla**

Goldberg Segalla is a leading US law firm with offices in New York, New Jersey, Pennsylvania, and Connecticut, and affiliated offices in Europe. The company specialises in advising insurance and reinsurance companies and is a recognised leader in the marketplace for its use of social media. The firm produces the influential bi-weekly Goldberg Segalla Casewatch Insurance, a survey of important insurance decisions in the US, and a monthly Reinsurance Review.

<http://www.goldbergsegalla.com/index.html>