

## The PRanel

Deliberate PR: The secrets of successful PR

Come at [TNW Conference Europe](#) on **Friday, April 24**, and join this PR panel about the secrets of good and bad PR from 3 heavyweight experts.

Stefan Fountain will moderate a panel where Tucker Max, Cristina Riesen and Brian Wong provide good and bad examples of marketing and communication from their experience.

Guaranteed to provide some laughs but also a rare look into the workings of successful PR.



### **Tucker Max**

CEO, [Book in a Box](#)

### **Cristina Riesen**

General Manager EMEA,

[Evernote](#)

### **Brian Wong**

Founder & CEO, [Kiip](#)

### **Stefan Fountain**

CEO, [PR.co](#)

## The Strategies behind Executing Successful PR

### **Stage**

Green Stage

### **Start time**

14:30

### **End time**

15:00

**W**e are excited to share the secrets of good and bad PR from 3 heavyweight experts. Stefan Fountain will moderate a panel where Tucker Max, Cristina Riesen and Brian Wong provide good and bad examples of marketing and communication from their experience. Guaranteed to provide some laughs but also a rare look into the workings of successful PR. Don't miss out on this insightful panel.

## Details

The event will take place on Friday, April 24 as part of [TNW Conference Europe](#). See you at the Green Stage at 14:30.

[Here you can find all the info about the schedule.](#)

## The PRanelists

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**Tucker Max** received his BA from the University of Chicago in 1998, and his JD from Duke Law School in 2001. His first book, *I Hope They Serve Beer In Hell*, is a #1 New York Times Best Seller, spent five years on the list, and has over 2 million copies in print. His second book, *Assholes Finish First*, and his third book, *Hilarity Ensues*, are also NY Times Best Sellers.

**Cristina Riesen** is currently heading up Evernote's EMEA operations. She started her career as a radio editor in 1996 at Pro Fm, the first private Romanian radio station. After graduating from summa cum laude Transilvania University in Brasov (BA English and French), she moved to Switzerland and continued her studies in public relations and corporate communications at the Swiss Public Relations Institute.

**Brian Wong** is the founder of Kiip, which has been recognized by Forbes as one of the “4 Hot Online Ad Companies to Put on Your Watch List,” and listed on Fast Company’s “50 Most Innovative Companies.” Once the youngest person to ever receive venture capital funding, Brian received his Bachelor of Commerce at 18.

## See you on Friday!

### SPOKESPERSON



**Stefan Fountain**

stefan@pr.co

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### ABOUT PR.CO

Pr.co is an online platform for engaging press releases aimed at companies and PR agencies. The Amsterdam-based company launched in April, 2010 at The Next Web Conference. Pr.co has now over 10000 clients worldwide and is changing the way news is written, read and distributed.



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 Contact information

**pr.co**

Frederiksplein 42  
1017 XN Amsterdam  
The Netherlands  
[support@pr.co](mailto:support@pr.co)

-  Main website
  -  Company blog
  -  Contact
- 

 Spokesperson



**Jeroen Bos**

[jeroen@pr.co](mailto:jeroen@pr.co)

+31 6 30 71 05 24

 jrnbs



**Stefan Fountain**

[stefan@pr.co](mailto:stefan@pr.co)

 spif



**Lorenzo Grandi**

[lorenzo@pr.co](mailto:lorenzo@pr.co)

 lorenzogranti4

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