



4400 University Dr.
Fairfax, Virginia 22030
(703)993-1000

For more information, contact:

Carlos Zavala
czavala@gmu.edu
202.903.3275

George Mason University Offers Students Networking Opportunities

George Mason University will be hosting, Content Marketing: The Art of Storytelling Across Media Platforms forum, on October 20. The event will feature several prominent members within the communication field that will also help advise several different students.

Tara Ruszkowski, the organizer of the forum, is part of the Insights Committee at George Mason University, along other professors and professionals. She organized the forum, along with other members of a group called the Insight Committee. The committee helps students in the communication field find a path to their profession. Ruszkowski currently has her own practice, Ruszkowski & Associates, LLC, where she focuses on public affair strategies for introducing democratic governments in developing nations.

The forum will not only focus on the emerging importance of content marketing in the field, but also to give students a chance to network with big names in the industry, and gain some insight as to how they got to where they are, she said.

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“The most important part of networking is listening,” said Ruszkowski. “The second is to be detail oriented.”

The integration of social media within the public relations field marked a big transition into using it as a tool to reach our audience. Content marketing is slowly making the same jump, and students will be able to ask several questions to which they could use to land job, she said.

Ruszkowski said how the presenters coming to the conference sometimes hire George Mason students, and that this would be a great opportunity for them to meet students and get to know the skills they have.

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