



## **CRONIN TO PARTICIPATE IN BIZBUZZ SUMMIT**

**November 15, 2010/Glastonbury, Conn.** – Dan Weingrod, director of Innovative Strategies at Cronin and Company, LLC., a full-service marketing communications agency, will be participating in the *BizBuzz Social Media Summit* being held at City Steam Brewery in Hartford on November 16.

The *BizBuzz Social Media Summit* will bring together communications professionals for presentations and discussions from 11:30a.m. – 5:30p.m. The shortened presentations will range from overall strategy to specific social media tactics. Weingrod will present “What Is A Social Media Strategy and Why You Need It.”

Tickets will be priced at \$25.00, which includes lunch. Preregistration is encouraged, but walk-ins will be available on a first come-first-serve basis. To register or for more information go to: [www.bizbuzzsocialmediaconference.com](http://www.bizbuzzsocialmediaconference.com).

Founded in 1947, Cronin and Company, LLC is a full-service marketing communications agency with over \$70 million in capitalized billings. The agency’s integrated marketing communications capabilities include: advertising, interactive, public relations, social media, strategic planning, media, print and broadcast production, database/direct marketing and research. Cronin is a member of the American Association of Advertising Agencies, Public Relations Society of America, Direct Marketing Association and is a Google Adwords Certified company. Additional information about Cronin is available online at [www.cronin-co.com](http://www.cronin-co.com).

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**Press Contacts:**

Kate Anderson, [kanderson@cronin-co.com](mailto:kanderson@cronin-co.com)

AnnMarie Kemp, [akemp@cronin-co.com](mailto:akemp@cronin-co.com)

Cronin and Company, LLC.

(860) 659-0514