



## **JWN ONLINE FOR PSOJ'S SOCIAL MEDIA CONFERENCE**

*Wednesday February 28, 2018, Kingston Jamaica:*

In recognition of the value and reach of social media, the J. Wray and Nephew (JWN) has again partnered with the Private Sector Organisation of Jamaica (PSOJ) for the hosting of its second Social Media Business Conference, which takes place at the Jamaica Pegasus Hotel on Wednesday February 28, from 8:00 a.m. to 4:00 p.m.

The event, slated for the Jamaica Grande Ballroom, is themed under the hashtag '#likestoprofit' and will have as its keynote speaker, Dr. Kingsley Chin, a social media expert, entrepreneur, inventor and Harvard Orthopedic Spine Surgeon.

Also listed among the panel of speakers are David Goodsall, Director, Publishing and Education – Hootsuite; Mervyn Eyre, President and CEO, Fujitsu Caribbean; Ross Sheil, Head of Sheil Consulting and former Online Editor, Jamaica Observer; Conley Salmon, President, Jamaican Operations, Jamaica Broilers; and Donnette Hines, Marketing Manager, National Baking Company.

Last year, JWN was on board for the initial staging of the conference, which seeks to assist entities in the use of their social media marketing effort to monetise their business.

The wines and spirits company, a prime affiliate of Campari Gruppo, has been recognised for its social media platform as one of the leading Jamaican companies.

"We recognise the increasing relevance of social media and how important it is to reach and engage with our consumers," said Jean- Philippe (JP) Beyer, Managing Director, JWN.

Beyer added: "We view our partnership with the PSOJ as critical for the development of the Jamaican business landscape as it can help MSME to grow and succeed, thereby generating employment and more tax revenues, and in doing so growing the Jamaican economy."



Only recently, Beyer and a team of top level officials from J. Wray and Nephew Limited, including chairman Clement 'Jimmy' Lawrence, Senior Finance Director Mark McDonald and Director of Public Affairs and Sustainability, Tanikie McClarthy Allen, paid a courtesy call on the PSOJ.

The group congratulated and extended 'good wishes' to new PSOJ CEO, Jennifer McDonald, as well as other top executives sharing in the welcoming activity. They included President Howard Mitchell and outgoing CEO, Dennis Chung.

There were 250 participants at last year's conference and the PSOJ noted on its website that it will be looking to increase that number to 400 this year, given the overwhelming response.

It will cost members \$12,000 for registration, while non-members will pay \$16,000.