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Media relations & social media: intersections & synergies

Speakers – Biographies

Anne-Claude MARTIN is media coordinator at Cambre. As a media relations expert, she provides media support to a variety of clients from start-ups, global companies, trade associations and governments, working in a wide range of areas, including technology, mobility, sustainability, energy, trade, and health. Before joining Cambre six years ago, Anne-Claude worked as a journalist in French and international media outlets in France, Germany, and Brussels.

Vanessa TERRIER has over 10 years of experience in PR, Corporate and digital communications. She has successfully conceptualised and rolled out digital campaigns across various sectors, platforms, and target audiences. Vanessa has specialised in social media management, significantly improving the social media reach and relevance of the companies she has worked for across various channels.