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News Release

James Irwin to advise on personal branding at 2022 HippoCamp conference for creative nonfiction writers

- *Writer, media artist, and business communication professional James Irwin will speak on creating a personal brand at Pennsylvania writer's conference*
- *Writers today are pressured to have an impressive digital platform and social media following in order to attract attention from agents and publishers*
- *Irwin wants writers to ignore that pressure and focus on creating a digital strategy that suits their situation and their goals*

WAYNE N.J., 2 August 2022—James Irwin, a global marketing communication leader at Deloitte, will be drawing on his extensive experience in social media as well as brand and reputation management when he offers advice to writers on getting the most out of their online presence. His talk will be part of HippoCamp, a conference for creative nonfiction writers, taking place 12-14 August 2022 in Lancaster, Pennsylvania. Irwin's session, titled "Building a reputation framework: Personal brand strategy for writers," is scheduled for 10:00 a.m. on Sunday, 14 August.

"Writers are pressured to develop their so-called 'online platform' with seemingly endless sources of advice, tips and tricks, and channel hacks," says Irwin. "This is a tsunami of information and options, and it can be overwhelming for individuals just trying to improve how they market themselves."

The solution, Irwin believes, is for writers to take a little time to develop a strategic framework suited to who they are and what they want to achieve, to help them make choices about where to put their time and energy.

"My session explains how to easily create that personal brand and content strategy so you can determine what your objectives are, and what are the right digital marketing elements for you," says Irwin. "The goal is for you to optimize your investment, so you have a platform that best serves your purpose."

Irwin will be wearing two hats at this year's HippoCamp conference. He is returning to creative writing after a lengthy hiatus, in fiction and creative nonfiction/memoir, so he is enthusiastic about being an attendee and learning about the current publishing landscape as well as picking up some guidance on improving the quality of his work. But he is also excited to be able to share with other attendees some of the knowledge and lessons learned from his many years in business communication.

“The writing community can be a welcoming and encouraging place,” says Irwin, “and there is usually a lot of support for each other’s writing efforts. But it is also helpful sometimes to provide help and guidance around the business parts of the field as well!”

About James Irwin

James Irwin is an award-winning writer, media artist, and business communication expert. He has served in marketing and communication leadership roles at Deloitte Global, EY, and Comcast, has taught media and communication at universities on both the east and west coasts of the country, is a co-founder of the New Jersey Communication Association, and is an associate editor of the Atlantic Journal of Communication. As a much younger man he was a widely exhibited media artist and made walking-around money as a tennis instructor. More information at <https://jrirwin.com/>

About HippoCamp

HippoCamp: A Conference for Creative Nonfiction Writers is produced by Hippocampus Magazine and Books. Held annually in Lancaster, Pennsylvania, it is geared toward writers of all skill levels and backgrounds and offers opportunities for attendees to hone their craft, explore publishing options, and find ways to balance writing life with ‘real’ life. The three-day event features more than 40 speakers, engaging sessions, social activities, and networking opportunities. More information at <https://hippocampusmagazine.com/conference/>

About Vague Apparatus

Vague Apparatus is a limited liability company based in Wayne, New Jersey. It is a media and communication firm, serving as the business umbrella for the professional work of writer, media producer, and business communication expert James Irwin. Besides offering communication consulting services, Vague Apparatus also serves as an incubator for creative work in video, podcasting, and fiction. Learn more at <https://jrirwin.com/vague-apparatus-llc/>, or contact vagueapparatus@gmail.com

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