

# *Fourth International Festival of Social Communications Begins in Havana*

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Havana, July 18 (RHC)-- The Fourth International Social Communications Festival got underway on Tuesday in Havana, facilitating the exchange of experiences among professionals in that sector.

Executives, technicians, specialists, and teachers who work in the different areas related to this branch of social sciences have gathered together for the event, which concludes on Thursday.

Among the main topics to be discussed at the meeting are brand management, strategic communications, self-regulation in communications and the role of research in the success of marketing campaigns.

The meeting, convened by the Cuban Association of Social Communicators, will also allow participants to analyze the current state and perspectives of this discipline in the world, mainly in the Ibero-American nations.



**Radio Habana Cuba**