

February Program:

Two-part Social Media
BOOT CAMP!

When:

Wednesday, February 18, 2009

Session 1 — 11:00 a.m.

Presentation

Session 2 — Noon - 1 p.m.

Q & A period

Where:

Mitchell's Fish Market

28601 Chagrin Boulevard
Eton Place

RSVP:

by January 28, 2009 to

lynnemeyer@cox.net

IMPORTANT

Session 1 will begin promptly at 11 a.m., space is limited.

Think I'm kidding? We have the Captain's Quarters (smaller) room at Mitchell's Fish Market, as their larger room is booked for Feb. 18.

That means there's room for only 12 people, so RSVP no later than January 27 if you want to attend.

Non-members are welcome to attend IPG meetings, paying \$10 in addition to the cost of their own lunch.

The communications/public relations professionals of the **Cleveland Independent Practitioners Group (IPG)** meet monthly.

Two-part Social Media BOOT CAMP!

Sessions 1 and Session 2 on February 18

Social media have been called the “digital water cooler” of the 21st Century.

The names of some social media venues, like MySpace, Facebook and YouTube, are somewhat self-explanatory. Others, like twitter, delicious, reddit, flickr, stumbleupon, mixx and pownce are just head scratchers.

Social media affects small, medium and large businesses.

Boot Camp with 2 sessions

Fortunately, we have Jim Kukral as our February 18 speaker to help us make sense of social media.

Jim will be conducting a special two-part Social Media BOOT CAMP, on Wednesday, February 18, to teach us the in's and out's of these popular formats.

Jim is truly an expert on social media. He has helped companies like Fedex, Sherwin Williams, Ernst & Young and Progressive Auto Insurance navigate these new forms of communications

Session 1 and Session 2

Session 1 = 11 to 11:45 a.m.

Jim will give his 45-minute presentation covering two things -- the various social media formats and how they work, and then how to effectively use these venues for marketing.

PLEASE NOTE: There will be no questions during this first session.

Session 2 – from noon to 1:30 p.m.

will be our Q & A period and lunch. (We'll order lunch between 11:45 a.m. - noon.)

Here's what we'll learn . . .

- How to monitor and protect your client's/your reputation
- The basics about what social media is and why to use it
- How to use social media to generate growth
- How NOT to use social media
- Understand how to measure ROI with social media. ■