Facebook®… YouTube®… LinkedIn®… Twitter®… so how do you make all this social media stuff work for you?

The Social Media Marketing Conference

A real-world guide to understanding social media and using it to generate leads, connect with customers, expand your market reach, create lifelong customers, drive Web site traffic—and grow your business.

Whether you’re just getting started in social media or you’re already on board … learn how to join in on the conversation—and the profits!

Enroll online at www.skillpath.com or call toll-free 1-800-873-7545
If it seems like nearly every business on the planet is connecting with fans on Facebook®, Tweeting, uploading videos on YouTube® and getting LinkedIn®—except you—you’re not alone. Many organizations who haven’t gone “social” yet are feeling the same way, scratching their heads and wondering: Are businesses really making money using social media? Can my business still get in on the action—and the profits?

You’re going to like the answers! Yes, businesses of all types and sizes in all sorts of industries are integrating social media into their marketing systems to achieve their revenue goals faster and more efficiently. And yes, there’s still time for you to join their growing ranks.

But don’t kid yourself. The businesses that are making money are different. They set goals and objectives, follow a plan, choose and use the best tools, carefully monitor their results and faithfully measure their ROI. In other words, there are a lot of things you’ll need to get up to speed on to not only get started with social media, but also be successful. And the exciting Social Media Marketing Conference is the one place you can learn it all.

Get a road map for making money using social media

This state-of-the-art conference walks you through everything you need to do to start using social media to drive real business results—even if you don’t know the difference between a Tweet and a “Like” button.

Fast facts:
Think it’s still okay to take a wait-and-see approach? Recent data shows …

- **1+ billion**: Number of Facebook users
- **300+ million**: Number of LinkedIn users worldwide
- **500 million**: Number of Tweets created each day
- **More than 1 billion**: Unique visitors on YouTube every month

These numbers change almost daily. Looks like this social media thing is here to stay for the long haul, wouldn’t you say?

Ready to get off the social media sidelines and into the game?

If you secretly feel like you’re one of the only people alive today who doesn’t “get” social media, don’t worry. This training is so user-friendly. Our team of highly experienced social media experts will break down the latest and best social media tools and strategies into easy-to-digest chunks anyone can understand. You’ll gain the mindset … tools … and skills you need to get started with social media and bring in positive ROI from each and every effort.

There’s absolutely no reason to miss out any longer on the proven, bottom-line benefits of marketing with social media. Don’t be left behind. **Register today!**
Don’t miss this special opening session:
Marketing in a social world: How the customer has taken control and is changing the rules

Rapid and amazing developments in social media technology have put the consumer in control and raised the bar higher than ever for marketers. This motivating session will prepare you for the new challenges and opportunities ahead and show you how to use them to grow your business.

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### CONFERENCE AGENDA

<table>
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<tr>
<th>Time</th>
<th>Session</th>
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<tr>
<td>8:15 – 8:50 a.m.</td>
<td>REGISTRATION</td>
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<tr>
<td>9:00 – 9:35 a.m.</td>
<td>OPENING SESSION</td>
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<td><strong>Marketing in a social world:</strong> How the customer has taken control and is changing the rules</td>
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<td>9:35 – 9:50 a.m.</td>
<td>TRACK 1: You’ve decided to jump into the world of social media—now what?</td>
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<td>Show me the money: How social media actually pays off</td>
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<td>How about more sales, more leads, more Web traffic—more payoff? Social media is a lot more than connecting with friends. Here’s how to make it “connect” for your business.</td>
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<td>9:50 – 10:40 a.m.</td>
<td>TRACK 2: Step up your social media presence: Network, promote, share ... and profit!</td>
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<td>Cool tools and how to use them to grow your business</td>
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<td>From blogs to wikis: New tools and new ways to grow your business you may not have thought of. Come on, try something new!</td>
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<td>10:40 – 10:55 a.m.</td>
<td>BREAK</td>
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<td>10:55 – 11:45 a.m.</td>
<td>SESSION 1: The key to social media success: Getting off to a good start</td>
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<td>Jump in with both feet—but make sure your plan is in place first. Here’s how to define your strategy and create your plan before you take the plunge.</td>
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<td>11:45 a.m. – 1:00 p.m.</td>
<td>LUNCH (ON YOUR OWN)</td>
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<td>1:00 – 1:50 p.m.</td>
<td>SESSION 2: Facebook®, YouTube®, oh my! Choosing the right platform for your business</td>
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<td>Choosing the right platform is the key to success. Learn which will work best to get your company’s message out—and more business in.</td>
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<td>1:50 – 2:05 p.m.</td>
<td>BREAK</td>
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<td>2:05 – 2:55 p.m.</td>
<td>SESSION 3: Measuring what’s really important—your return on investment</td>
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<td>Think social media results can’t be measured? Phooey! Here’s how to use dozens of methods to get a handle on the results you’re getting from your marketing efforts.</td>
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<tr>
<td>2:55 – 3:10 p.m.</td>
<td>BREAK</td>
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<td>3:10 – 4:00 p.m.</td>
<td>SESSION 4: Success stories: What the best social marketers do better than the rest</td>
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<td>Go behind the scenes with successful social media marketers to see what they’re doing right—and how you can translate those ideas into your own success story.</td>
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To enroll, call toll-free 1-800-873-7545 or online at [www.skillpath.com](http://www.skillpath.com)
Social Media Marketing Conference Agenda

Track 1: You’ve decided to jump into the world of social media

SESSION 1 9:50 – 10:40 a.m.

Show me the money: How social media actually pays off

Just about everyone knows you can use social media to make new friends, connect with old classmates and get a date. But did you know organizations are using social media to close business, reduce overall marketing costs, generate qualified leads, increase Web site traffic—and make more money? If you’re still in a holding pattern wondering if the business value is there, join us in this session. You’ll leave with the right ammunition to justify building your social media presence—with results you can take to the bank.

• The truth about who’s using social media networks and tools to market—and why
• Proven ways even companies with tiny budgets and few employees can profit
• How to reframe your thinking about social media and shape it into what you need for your business
• Why it’s a mistake to think social media is just for business-to-consumer companies
• What social marketing can do for you that traditional marketing can’t

SESSION 2 10:55 – 11:45 a.m.

The key to social media success: Getting off to a good start

Some marketers rush blindly into the world of social media marketing because they can’t wait to start enjoying the results everyone else is raving about. But if you don’t first define a strategy and create a good plan, you’ll find yourself running around in circles. A cookie-cutter approach to launching social media in your organization won’t work—every business and product is different. You need a strategic approach tailored to your unique needs and goals—and that’s why this session is a must-attend.

• Know what you hope to achieve before you begin
• A handy tool kit for launching a winning social media campaign
• How to accurately predict how much time you’ll need to invest
• Why the best social marketers know their target market inside and out
• The importance of a well-thought-out strategy to get you where you want to be
• Getting buy-in from higher-ups—especially those who think it’s all nonsense

SESSION 3 1:00 – 1:50 p.m.

Facebook®, YouTube®, Twitter®, oh my! Choosing the right platform for your business

Which social media platform is best for your business? There are so many to choose from—you may be tempted to dabble in all of them. But be careful. Some platforms are not suitable for business and could actually turn off your savvy audience and even hurt your brand or reputation. Need a guide into this unfamiliar territory? You’ve got it. Attend this session and we’ll take the guesswork and risk out of one of your most important marketing decisions.

• The specific goals you can’t afford to lose sight of when choosing a platform
• The most popular business platforms and what really makes them work
• Other not so obvious platforms you may not know about, but should
• The first questions to ask when choosing a platform
• Want to gain traction and build momentum? How to choose and use multiple platforms

Track 2: Step up your social media presence: Network, promote, share … and profit!

SESSION 1 9:50 – 10:40 a.m.

Cool tools and how to use them to grow your business

In social media, things change fast—especially when it comes to tools. New ones are cropping up so quickly it makes your head spin. This session will look at new and emerging tools you need to keep on your radar screen and how they can help you reach your specific business goals. C’mon—get out of your social comfort zone and experiment a little!

• From blogs to wikis: What you can do with social media tools (and why you’d want to)
• The best business uses for Facebook and LinkedIn®
• A key business benefit of using Twitter that makes it almost impossible to resist
• Beyond silly videos of babies and pets—creative ways to use YouTube for business
• Could blogging be your front door to social media?
• Social bookmarking: Everyone’s talking about it … here’s why

SESSION 2 10:55 – 11:45 a.m.

Mistakes rookies make … but you don’t have to

When used properly, social media can be an efficient and effective approach to increasing revenues and growing your business. Notice that we said “properly”? Unfortunately, too many over-eager novices jump in without a lot of thought or preparation and end up making mistakes that cause them to wonder if social media is really worth it. So what are the most common mistakes being made? How can you spot them on the horizon and take a detour? Find out here.

• Critical mistakes social media pros NEVER make
• Top reasons why campaigns fail
• Believing social media is all about Twitter, Facebook, LinkedIn and YouTube—are you guilty?
• What failing to turn prospects into customers can cost your company
• Avoiding poor decisions that translate into poor ROI

SESSION 3 1:00 – 1:50 p.m.

The art of writing for a social audience

The relentless demand for content that audiences want to read and will respond to can be paralyzing—especially if you’re not an official “writer.” You need to know how to write super-concise posts, comments and Tweets … use headlines that lure readers in … and be viewed as a helpful resource—not a 24/7 sales pitch. This session will reveal what social media users crave and how to deliver it to them in the least amount of time.

• How the social audience is different—and what this means to your writing
• Foolproof tips for writing compelling posts, Tweets and blogs
• Out with the fluff! There’s no room for it in this new social world
• Reusing content: A good practice—or not?
• How to sound like a genuine, caring human being—not a corporate robot
• Responses can be automated—but should they be?
Track 1: You’ve decided to jump into the world of social media—now what?

SESSION ➍ 2:05 – 2:55 p.m.

Measuring what’s really important—your return on investment

Without a positive return on investment, there’s no point in running a social media campaign. But how many times have you heard people say “Social media can’t be measured”? In this session, you’ll learn there are dozens—even hundreds—of ways to measure customer satisfaction, revenues, brand loyalty … whatever is important to your business. Attend this session and feel confident you’ll be ready when the CEO knocks on your door and demands proof of positive ROI.

👍 The most important social media metric of all
- What can—and should—you measure? The number of fans, page views, Tweets, social bookmarks?
- How not to get caught off guard by these measurement roadblocks
- Using analytics to better understand your ROI and make better decisions
- A look at monitoring tools and how they can simplify the job

SESSION ❼ 3:10 – 4:00 p.m.

Success stories: What the best social marketers do better than the rest

It’s one thing to learn the principles of successful social media marketing. It’s a whole other thing to put them into action—and make them work. In this session, we’ll go behind the scenes with successful social marketers to see just what they’re doing to bring in positive returns from their forays into the social world. Get ready for a session packed with bold, new ideas any organization—including yours—can put to work immediately.

- A close-up look at some successful social media campaigns … and why they worked
- “They don’t use social media in my industry”—why you can’t use this as an excuse anymore
- A proven Fortune 500 social media model—and how to set up your own campaign based on it
- Small businesses getting big results: What you can learn from them

👍 Business best practices that can define the success of your initiatives

Track 2: Step up your social media presence: Network, promote, share … and profit!

SESSION ❼ 2:05 – 2:55 p.m.

Managing your online reputation

One of the big drawbacks of social media is that there’s nothing stopping people from leaving harsh and potentially damaging remarks online. What should you do when someone drags your company or product through the mud? Lash out in defense? Ignore it and let your blood boil? You’ll need to know the answer—this could and probably will happen to you, sooner or later. We’ve packed the new skills you need to deal with criticism—and stop negative word of mouth—into this important session.

- The dangers to companies who are oblivious to what customers are saying
- Dos and don’ts for responding to harsh criticism and negative comments
- Getting your timing, target and tone just right
- How to view criticism as an opportunity—not a threat
- The first and most important thing to do when a criticism surfaces

SESSION ❼ 3:10 – 4:00 p.m.

Monitoring what people are saying about you online—in 15 minutes a day

Conversations are going on about your brand and company—whether you’re participating in them or not. You have to stay tuned in to what people are saying about you so you can not only respond, but also better understand your customers, developing trends and problems brewing. The good news is that there are plenty of tools available for monitoring those conversations—and some of them are even free. In this session, you’ll learn about those tools along with the essential basics of efficient and effective monitoring.

- How to skillfully listen to what customers are saying—you won’t believe what you’ll learn
- Strategies for monitoring the online chatter about your brand
- Key steps to successful social media monitoring
- Using Google Alerts™ to monitor your brand
- Gathering data and what to do with it

Program hours:
9:00 a.m. to 4:00 p.m.

On-site training and keynote speaking …

We can deliver this conference right to your company’s door or provide customized, you-pick-the-day training on any program pertinent to your organization’s training goals. Or let our staff of professional trainers add sparkle to your next corporate or association meeting with a stimulating keynote speech designed just for you. Whether you have 3 or 300 people to train, SkillPath is the answer. For complete details and a no-obligation quote, call 1-800-873-7545 and ask for the on-site training department.

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Your complete satisfaction is important to us. If you’re dissatisfied for any reason, let us know right away—we’ll issue you a refund or arrange for you to attend another SkillPath program. It’s that simple.

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Top-notch trainers, comprehensive materials and our guarantee of satisfaction ensure that a quality learning experience awaits you at every SkillPath program—three of the reasons that all 500 of the Fortune 500 companies choose us to train their people. We hope you will too. After all, when you need training, why settle for less than the best?

SkillPath's continuing support ... We don't just stand behind our programs, we stand behind you. If, after attending the conference, you're faced with a problem and don't know where to turn—try us. Just send a brief description of your particular problem or question and one of our specialists will promptly respond. Where else can you find that kind of support? Nowhere but with SkillPath.

Important information

Our registration table opens at 8:15 a.m. When you arrive at the hotel, please check the directory for the exact location of the conference. Our registrars will greet you, assist you with your registration (or collect your Express Admission Ticket), hand you your conference materials and direct you toward your seat. You'll also want to take the opportunity to meet other professionals from your local area. Introduce yourself! You may meet a new friend. Plan to be registered and ready to go by 8:50 a.m.

We begin at 9:00 a.m. on the dot and wrap up at 4:00 p.m. Lunch is on your own from 11:45 a.m. to 1:00 p.m. Why not invite another participant to dine with you? You can share information, review the morning and make the day even more enjoyable.

Parking. We do our best to find conference facilities that have all the pluses we look for: Convenient location, great meeting rooms, courteous staff and plenty of free parking. However, some facilities have paid parking only. You may want to check with the facility personnel to determine parking fees—often they can direct you to free parking just around the corner.

Audio/video recording. Our programs—both what you see and what you hear—are fully copyrighted by SkillPath. No audio or video recording, please.

Still haven’t picked up the phone?

Five more good reasons why you will want to attend this conference ...

1. Our speakers are the best ... period. They’re pros who have a proven record of effectiveness, professionalism and expertise. And what’s more, they’re exciting communicators who’ll provide you with one of the most interesting days you’ve ever spent.

2. We give you only the most important, important information. There’s a lot of information out there that could take you years to gather on your own. In one fast-paced day, we’ll give you what we believe is the best, most important information to help you be the best you can be.

3. Practicality is emphasized. You will leave this conference with specifics you can apply immediately. And you won’t go home empty-handed. You’ll leave this conference with a Certificate of Attendance; a soundly researched, unabridged workbook; and step-by-step guidelines for using the information you’ve just learned. We promise you’ll get results your very next day back at work.

4. The value is unbeatable. Not only is our enrollment fee a great value, but when four or more enroll from the same organization, you’ll enjoy a significant discount.

5. Our guarantee is unconditional, straightforward and the very best in the industry. How can we be so confident? Because we work hard before the conference to make sure you’re happy after the conference. Pertinent, up-to-date information you can really use; a convenient conference location; registrars who are courteous and helpful; and speakers who grab your attention and take you on an exciting journey full of fun and facts. We believe you’ll love every minute of it.

To enroll, call toll-free 1-800-873-7545 or online at www.skillpath.com
The Social Media Marketing Conference

To enroll by phone call toll-free 1-800-873-7545.

Please note: If you’ve registered by phone and paid with a credit card, it’s not necessary to return this form.

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Organization

Mailing Address

City, State, ZIP

Telephone Ext.

Fax

Please fill in the spaces below with the information that appears on your mailing label.

Your Preferred Customer Number:

Your VIP Number:

Payment information (Please pay before the conference):

- Confirming phone registration: #
- Check enclosed payable to: SkillPath Seminars Mail to: SkillPath Seminars, P.O. Box 804441, Kansas City, MO 64180-4441
- Check # Check amt.
- Purchase order attached: #
- Invoice my organization. Attention:
- Charge to: [ ] MasterCard [ ] Visa [ ] AmEx [ ] Discover
- Card number Expiration date
- Signature

Five easy ways to register...

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By email: enroll@skillpath.com
By fax: 1-913-562-4241
By mail: Complete and mail enrollment form to:
SkillPath Seminars
P.O. Box 804441
Kansas City, MO 64180-4441

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1. For the fastest service, phone 1-800-873-7545 or 1-913-677-3200. Our customer service representatives will be happy to take your enrollment. The easiest way to guarantee your place is to pay with a credit card when making your reservation, or you can mail in your payment before the conference date.

2. Visit our Web site at www.skillpath.com for easy online registration.

3. Or send your enrollment to us by email at enroll@skillpath.com. Please include the following information: Name and mailing address; session you wish to attend; your VIP number as it appears on your mailing label; approving manager and billing information.

4. If you prefer to fax us your registration, the number is 1-913-362-4241. Please include credit card information or mail in your payment before the conference date.

5. Of course, you can complete the enrollment form, clip it and mail it with payment to: SkillPath Seminars, P.O. Box 804441, Kansas City, MO 64180-4441.

Whatever your method of registration, be sure to enroll right away since space is limited. As soon as we receive your enrollment, we’ll send your Express Admission Ticket. Simply bring it with you to the program and hand it to the registrar. If your ticket doesn’t arrive before the conference, be sure to go anyway. We’ll be expecting you. Walk-in registrations are welcome on a space-available basis only.

Your tuition is tax deductible. Even the government smiles on professional education. All expenses of Continuing Education (including registration fees, travel, meals and lodging) taken to maintain and improve professional skills are tax deductible according to Treasury Regulation 1.162-5 Coughlin v. Commissioner, 203 F2d 307.

Cancellations and substitutions. Cancellations received up to five working days before the conference are refundable, minus a $10 registration service charge. After that, cancellations are subject to the entire conference fee, which you may apply toward a future conference. Please note that if you don’t cancel and don’t attend, you are still responsible for payment. Substitutions may be made at any time.

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