

Social Media Workshop

Presented by Debbie Weil



November 11th, 2010
9:00 am – 1:00pm
Patuxent River 4-H Center
Upper Marlboro, MD

Our speaker, Debbie Weil, has a simple strategy: Ready, Fire, Aim. She believes we all have to start *somewhere* doing *something*; then you re-fine, correct and keep going. Debbie is presenting a hands-on session with lots of interactivity including how-to's (learn to tweet like a pro!), Q&A, and trouble-shooting. You will see how the pieces of the social media puzzle fit together (blogs, Twitter, Facebook, You Tube, etc.) and how they can be tied in to your other marketing communications – both online and off!

Debbie will address fears and challenges of using social media to reach your audience. She will convince you that social media and social networking are next-generation communication strategies that are not only hugely effective but also fun. Come to learn; come to participate. You will leave with a list of tactics you can start executing immediately. This workshop will motivate you, make you comfortable with social media tools, and help you de-fine your marketing strategy through social media.

Named one of the Most Influential Women in Technology in 2010 by Fast Company, Debbie Weil is the author of the original and definitive book on corporate blogging, *THE CORPORATE BLOGGING BOOK*. She is a Washington DC-based corporate social media consultant and speaker, mother of three, all of whom went to resident camp. She has helped a range of clients including GlaxoSmithKline and *The Washington Post Company's* Kaplan.edu to embrace and execute social media marketing. She has been blogging for over seven years at debbieweil.com/blog and also blogs for the Huffington Post. She was named by Washingtonian Magazine as a DC Top 100 Tech Titan and is a Top Twitterer in DC @debbieweil with more than 9,000 Followers. She has been quoted in *The Wall Street Journal*, *The New York Times*, the *Washington Post*, *Fortune*, *BusinessWeek*, *CNN.com*, *The Guardian* and numerous other publications. Visit her online at www.debbieweil.com

Fees

ACA Member: \$25 per person ACA Camp: \$25 first person, \$20 each additional person

Non-ACA Member \$35 per person

Fee includes lunch

To Register:

Complete registration form and return with full payment payable to ACA Chesapeake Section no later than November 3rd.

For further information, contact Nancy Canter

ACA Chesapeake Section, 800-653-1409

Email: njcanter@verizon.net



Registration Form
Social Media Workshop
November 11, 2010

Name: _____ ACA Member # _____

Camp: _____ ACA # _____

Phone: _____ Email _____

Please list additional participants:

Name _____ Name _____

Name _____ Name _____

Name _____ Name _____

Total Amount Enclosed: \$ _____

Please make check payable to ACA Chesapeake Section and return to:

ACA Chesapeake Section

5841 Brandywood Lane

Salisbury, MD 21801

Once registration and payment are received, you will receive a confirmation