

The Chamber  
Eau Claire Area Chamber of Commerce

presents the

Fall  
**SOCIAL MEDIA**  
Conference

Wednesday, September 29, 2010

8 a.m. - 1:30 p.m.

The Florian Gardens  
2340 Lorch Ave., Eau Claire

Back by popular demand! The Chamber will offer a follow-up to our spring Social Media Conference. This half-day Social Media conference will provide an intensive review of strategies and tools that businesses can use to reach out to customers and grow their bottom line. Featuring breakout sessions for beginning and advanced participants on topics such as Twitter™, Facebook®, blogging and more. Those with little or no experience will have as much to gain as those who are skilled users!

Sponsored by:

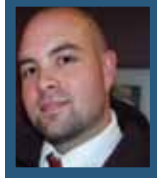
Charter  
Business

sitepro  
.com



# agenda

## 8 A.M. KEYNOTE ADDRESS by Jeff Gibson, Search Marketing Specialist at Sitepro.com



Jeff Gibson, a search engine marketing specialist at Sitepro, has four years experience in search engine optimization (SEO), paid search marketing, web analytics, email marketing and direct mail marketing. Prior to working for Sitepro, Gibson was a marketing specialist for a direct marketing continuing education company. He is a general business administration graduate from UW-Stout.

## 8:30 A.M. BREAKOUT SESSIONS (choose one):



### FACEBOOK FOR BUSINESS USE \* Beginner Session \*

by Melissa Wilson, Chippewa Valley Technical College

Do you already have a Facebook® fan page for your business but aren't sure how to use it effectively? Learn how to successfully use Facebook® to engage your customers, drive traffic to your website, create online events, enhance product and service knowledge and so much more! Participants will learn how to set-up and maintain an official Facebook® page for their business.

Melissa Wilson is the marketing specialist for Business & Industry Services at Chippewa Valley Technical College. Wilson specializes in social media, graphic design, website development and advertising. Wilson manages the Chippewa Valley Technical College Facebook®, LinkedIn® and YouTube® social media sites. Learn about her social media experience and gain valuable knowledge for your business' social media sites.



### MAKING SOCIAL MEDIA AND YOUR WEBSITE WORK TOGETHER by Erin Trowbridge, JB Systems

You have a website, and you've dived into social media a little bit. But are the two working together? This session will address using social media and your website as key marketing tools and how to integrate them so that they work together to produce results for your company, whether it's increasing leads, building a permission-based marketing list, gaining feedback, educating customers, etc. The presenter also will discuss examples and tools that can be used, as well as interact with the audience to generate ideas for attendees and help them get started with implementing integrated social media/web marketing.

Erin Trowbridge is the director of marketing at JB Systems, LLC, an Eau Claire company that specializes in web design, graphic design, web hosting, web-based applications and online marketing. Trowbridge has more than three years of experience in online marketing and works with clients to help them use social media with their websites as a key part of their marketing efforts. She actively uses social media and keeps up with the latest trends and tools available to businesses and consumers.



### SOCIAL MEDIA RECYCLING: HOW TO REPURPOSE BLOG POSTS

by Renee Bonjour, Group Health Cooperative of Eau Claire

You've put your blood, sweat and creative tears into your organization's blog. Or, like many people, you may still be thinking about getting into that whole blogging "thing". Either way, in this session, we'll take a look at creative ways to ensure that your blog posts won't go to waste! Learn how to repurpose your content in ways that can help your blog posts span the social media spectrum and beyond. Whether you're a seasoned pro or just getting started, this session will provide content repurposing techniques and inspiration for bloggers of all levels.

Renee Bonjour is the marketing manager at Group Health Cooperative of Eau Claire. She began her foray into the blogosphere in 2004 and has used her experience to help build and grow Group Health Cooperative's health and wellness blog, Groupie Blog. Readership has increased by over 600 percent since the launch of Groupie Blog in May 2008. Bonjour has also taught numerous seminars on the strategic use of social media for business throughout the community.

## 9:30 A.M. BREAK

## 9:45 A.M. BREAKOUT SESSIONS (choose one):

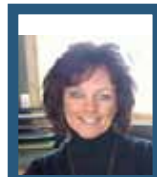


### NETWORKING SUCCESSFULLY WITH LINKEDIN \* Beginner Session \*

by Heather Rothbauer-Wanish, Feather Communications

This session will include an overview of LinkedIn®, why it is an excellent source of networking and how the site can be a wonderful way to promote your business. Concrete and specific examples will be utilized in the presentation. Topics covered include how to set up a LinkedIn® account, adding information to your profile, what types of information to include and requesting/giving recommendations. The benefits of finding and joining groups also will be covered.

As owner of Feather Communications, Heather Rothbauer-Wanish uses LinkedIn®, Facebook® and Twitter™ to network with past clients and potential future business partners. These social media tools are vitally important to marketing in today's competitive marketplace. LinkedIn® has been an excellent source of referrals, testimonials and group memberships.



### BUILDING SOCIAL MEDIA INTO YOUR MARKETING PLAN

by Linda Pophal, Strategic Communications, LLC

Social media is a great way to connect with literally thousands of people. It costs nothing but your time. And that can be the problem. Social media can be very addictive—and time consuming. Deciding which sites to use, what you hope to accomplish and making sure that your social media efforts are aligned with your other communication and marketing efforts can help make sure that you're using your time effectively—and getting great results. This session will offer tips and suggestions for developing a social media marketing plan and introduce you to some niche social media opportunities you may not know about.

Linda Pophal is the owner of Strategic Communications, LLC, and a marketing/PR consultant who works with clients to improve their marketing effectiveness. She researches and writes about social media regularly and experiments with it herself to develop new strategies and ideas for clients. Pophal speaks frequently on communication and social media topics and is a lecturer in the Communication and Journalism department at UW-Eau Claire.

## BREAKOUT SESSIONS (cont'd on next page)

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### Managing Your Social Media Presence

by Laurie Boettcher, Laurie Boettcher Speaks

Count the number of social media networks your organization subscribes to right now. Facebook®, LinkedIn®, Twitter™, YouTube, Flickr®, FourSquare™, etc. Out of fingers yet? Organizations active in social media will find the comprehensive tools presented in this workshop helpful in managing their social media presences with ease and efficiency.

With more than 15 years design and communications experience, Boettcher speaks, trains, blogs and tweets on using social media as a tool in branding, marketing, and public relations. Her diverse roles in the small business, not-for-profit, public library, and government arenas all involved traditional and social media marketing. Teaching social media was a natural evolution. Boettcher effortlessly breaks down the complex world of social media, making it interesting and understandable to any skill level, all the while, motivating and empowering. A frequent speaker at workshops, conferences, and private events, Boettcher also does in-house training for businesses.

## 10:45 A.M. BREAK

## 11 A.M. BREAKOUT SESSIONS (choose one):



### TWITTER™: TO TWEET OR NOT TO TWEET \* Beginner Session \*

by Laurie Boettcher, Laurie Boettcher Speaks

A repeat of last year's popular workshop. Microblogs are another way to stay connected. This tweetshop covers what Twitter™ is, setting up an account, creating a custom background, tweetiquette, tweeting, gaining/keeping followers and the fun lingo.



### IDENTIFYING AND MINIMIZING LIABILITIES OF EMPLOYEE SOCIAL NETWORKING

by Sara Ackermann and Dean Dietrich, Ruder Ware, LLC

Social networking is here, and likely here to stay. Learn how forums and listservs like Facebook®, Twitter™, and LinkedIn® can be a liability risk for businesses. Attorneys Dean Dietrich and Sara Ackermann will examine the risks and provide guidance on how to understand and utilize this new phenomenon while protecting the business' interest and avoiding liability. The presentation also will discuss potential disciplinary actions related to employee use of social media.

Ackermann has substantial experience advising and representing clients in the employment law arena. Her experience include counseling employers on every aspect of federal and state employment laws, including laws regarding drug and alcohol testing, background checks, employee privacy, wrongful discharge, anti-discrimination, anti-harassment, plant closing and mass lay-off, wage and hour, family medical leave and reasonable accommodation.

Dietrich practices in the areas of labor and employment law, representing public and private sector employers in the many aspects of employment law and labor relations. He has extensive experience in representing employers in collective bargaining and proceedings before state and federal administrative agencies.



### SOCIAL MEDIA FOR NON-PROFIT ORGANIZATIONS

by Steve Lubahn, Supreme School Supply

In this session, Steve Lubahn will share a case study explaining how social media was deployed to launch and manage a campaign to raise \$90,000 in alumni donations over a three-year period with nearly 50 percent of the goal reached in just two months. Creation of website and social media usage guidelines created as part of the project will be included in the discussion. Background on the techniques used and key features of specific social media platforms employed will be covered.

Lubahn has created and manages multiple LinkedIn®, Facebook® and Twitter™ accounts for various aspects of Supreme School Supply business. He started the Western Wisconsin E-Commerce Network group on LinkedIn® and has assisted several small businesses and business colleagues in the local area in their social media implementations.

## NOON

## LUNCH

During lunch, participants will have the opportunity to join a roundtable discussion to share ideas and learn new techniques from other participants on a particular social media issue. Topics will include security issues, social media policies, Facebook®, Twitter™, LinkedIn®, blogging and more!

## REGISTRATION FORM - SOCIAL MEDIA CONFERENCE

Name \_\_\_\_\_

Company (if applicable) \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_

### PAYMENT OPTIONS [includes lunch]

\$69 [Chamber Member]

\$99 [Non-Member]

Invoice Me

Payment Enclosed

Please call me for credit card information.

### FOR MORE INFORMATION, CONTACT

Becky Seelen at 715-834-1204 or at seelen@eauclairechamber.org.

Fax form to 715.834.1956

Mail to P.O. Box 1107 Eau Claire, WI 54702

Or register online at www.eauclairechamber.org.