



**The INTEGRATED Conversation:
A day of discussion on
SOCIAL MEDIA best practices
and lessons learned
for communicators**

*Thursday, March 25, 2010
Hilton St. Louis Frontenac
8:00 a.m. - 4:30 p.m.*



Be a Part of the Social Media Transformation

Have you heard all of the social media terminology, but still have questions about what really works? Now it's time for you to get answers and master the tools that every communicator should have in their repertoire. Our seminar is designed for every level of communications professional. So, whether you own your own business, work in nonprofit or manage communications in your organization, you will benefit from learning the strategies behind adding social media to your communications mix.



Move Beyond the Buzz Words

Attend this full-day seminar and learn how you can take your company to the next level with social media concepts, tools and collaborative platforms. You can expect to walk away with a solid understanding of proven strategies and best practices that you can implement immediately for winning results.



Connect with the Power of Social Media

It's all about making the right connections...Connect with Your Customers... Engage Employees...Attract Supporters. You'll learn new ways to connect, who you should connect with and how to translate your connections into bottom-line results.

THE INTEGRATED CONVERSATION

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Schedule

Registration	8:30 a.m. - 10:00 a.m.
Opening Speaker	8:30 a.m. - 10:00 a.m.
<i>Mark Schumann, ABC</i> <i>No Turning Back: How Social Media Changes How People Connect</i>	
Break	10:00 a.m. - 10:15 a.m.
Morning Breakout Sessions	10:15 a.m. - 11:30 a.m.
<i>Dana Fowler, Media Flashpoint</i> <i>Transforming Your Business through Social Currency</i>	
<i>Jerry Gennaria, Paradowski Creative</i> <i>It's Your Move! The Communication Power of Social Gaming</i>	
<i>Gary Ford, Webster University</i> <i>Social Media for Nonprofits</i>	
Luncheon	11:30 a.m. - 1:30 p.m.
Luncheon Speakers	Noon - 1:30 p.m.
<i>Sarah Gronberg Kolell & Deidre Mize, Hallmark Cards</i> <i>Going Online to Connect in Real Life</i>	
Break	1:30 p.m. - 1:45 p.m.
Afternoon Breakout Sessions	1:45 p.m. - 3:00 p.m.
<i>Peter Faur, RightPoint Communications Inc.</i> <i>On Your Own But Not Alone: Using Social Media to Extend the Reach of the Individual Practitioner</i>	
<i>Jim Barnthouse, Habanero</i> <i>Seven Ways Social Media Can Grow Your (Client's) Business</i>	
<i>Mike Plotnick, HOK</i> <i>Showcasing Life at HOK</i>	
Break	3:00 p.m. - 3:15 p.m.
Closing Speaker	3:15 p.m. - 4:30 p.m.
<i>Cassie McCloud, The Vandiver Group Inc.</i> <i>Engaging Your Employees: Web 2.0</i>	

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THE INTEGRATED CONVERSATION

Mark Schumann, ABC, IABC Chairman

No Turning Back: How Social Media Changes How People Connect

The communication world is certainly a new place to work and connect thanks to all the new social media tools. But is the change they bring a simple change in available technology or something more significant? And does the change indicate a significant shift in what we must do to connect and engage the people we need to reach? Mark Schumann, ABC, will examine what is behind the social media revolution and why, as communicators, we must adapt and reinvent. Because there is no turning back.



D. Mark Schumann, ABC, is the 2009-2010 Chair of the International Association of Business Communicators. He is a 17-time winner of the IABC Gold Quill award and the co-author of two books on employer brand, Brand from the Inside and Brand for Talent. He is the former global communication practice leader for the Towers Perrin consulting firm, a role that brought him to St. Louis many times.

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Dana Fowler, Media Flashpoint

Transforming Your Business through Social Currency

Learn how to develop and maintain a strategic social media marketing plan and integrate it with other marketing channels.

Haven't jumped on the social media bandwagon yet? Are you just using it for personal connections and communications? Have you tried venturing onto LinkedIn or Twitter with business goals in mind, but you can't seem to reach your target audience?

This "how to" session provides the audience with the tools and information they need to save time and improve the effectiveness of their business social media efforts. Dana will walk you through getting set up on LinkedIn and Twitter. In this session you will learn:

- Differences in business usage between LinkedIn, Twitter and Facebook.
- Detailed step-by-step instructions on
 - LinkedIn and Twitter
 - Measuring your success



Dana Fowler is president of Media Flashpoint. Dana is a dynamic, results-driven digital strategist/producer with a 16-year record of achievement and demonstrated success building and expanding branded campaigns in the interactive arena. Over the years, she has worked for television news stations, large corporations, advertising agencies and her own small video and digital marketing business, Media Flashpoint. Dana's diverse experience allows her to bring unique perspectives to achieving integrated marketing campaigns and long-term marketing goals for businesses of all sizes.

Dana is known for being a "first adopter" of new digital marketing techniques. She has a unique ability to quickly interpret how new technologies can be harnessed to meet the marketing needs of her clients. Look for Dana to be on the forefront of the use of augmented reality applications in mobile marketing in the near future.

In recent years, she has developed a specialty in the business applications of both social media channels and mobile advertising and marketing. She teaches "how to" seminars on getting started in social media, how to write a profile for optimized search, and the strategies to find and maintain connections with a specific business target audience.

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Jerry Gennaria, Paradowski Creative

It's Your Move! The Communication Power of Social Gaming

Jerry will demonstrate how social gaming translates into real results. You will learn how to build your brand by leveraging social gaming's growing popularity. Social gaming applications like Farmville and Café World accounted for 20 of the top 25 applications on Facebook and are a major reason why average user engagement on social media sites almost doubled from the previous year. You will explore this industry and delve into case studies including a behind the scenes look at the development of SelectLife, a Facebook game developed by Paradowski Creative for ABInbev.



With more than 15 years experience in print and electronic communications, Jerry Gennaria currently manages the interactive team at Paradowski Creative and serves as a member of the firm's executive team. His personal passion for cutting-edge technology helps the firm maintain its leadership position.

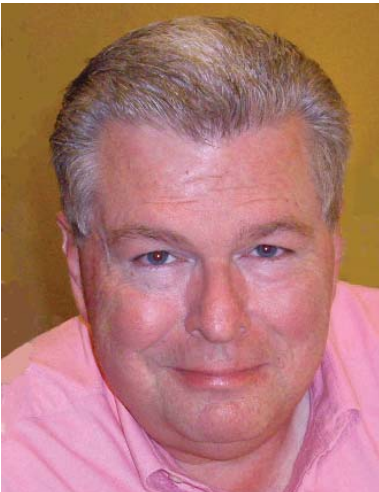
Jerry has served as an art director, studio manager, information architect and technical consultant for a variety of companies in verticals like publishing, technology and agriculture and this broad experience influences his holistic approach to integrating technology and strategic communications.

During his nearly 10 years with Paradowski, his work has included print design, photography, animation, interface design, information architecture and Web application planning and development for clients such as Washington University, Citigroup, Monsanto, ABInbev, Elsevier, the Associated General Contractors of America and Midwest BankCentre.

THE INTEGRATED CONVERSATION

Gary Ford, Webster University Social Media For Nonprofits

Gary leads an interactive session on how nonprofits can take advantage of Facebook, Twitter and blogs as communications tools to build a sense of community, recruit volunteers, communicate with donors and raise awareness. You will hear results from case studies and directly from local nonprofits who've been successful in implementing social media strategies.



Gary Ford is an associate professor in the School of Communications at Webster University in St. Louis, Mo. He teaches graduate and undergraduate courses in public relations and corporate communications and serves as director of the school's graduate program. He has been a member of the school's full-time faculty for seven years and has taught classes at Webster for 21 years.

Prior to entering full-time teaching, Ford was group director for Weber Shandwick Worldwide, the world's largest public relations firm, where he managed work for several clients. He also has held positions in corporate communications for Mallinckrodt Inc., where he directed external, internal and financial communications; Southwestern Bell Corporation, where he held a variety of assignments including financial communications, executive relations, and media relations; and Mayo Clinic, where he managed internal communications, handled media relations and edited medical publications. He is an independent communications consultant providing counsel to clients in St. Louis and the Midwest.

Ford earned a bachelor of journalism degree from the University of Missouri, holds a master's degree in business management from Webster University, and completed graduate work in corporate finance at the Wharton School. Before entering the public relations field, he was a reporter and newspaper editor and served as managing editor of the *Kan City Kan* in Kan City, Kan.

THE INTEGRATED CONVERSATION

Sarah Gronberg Kolell & Deidre Mize, Hallmark Cards Going Online to Connect in Real Life

Sarah and Deidre will give you an inside look at how a company that makes “real life” greetings is harnessing social media to reach consumers in an integrated and strategic way. Explore how social media relates to marketing, public relations, brand management and customer relationships.

You also will explore:

- New and changing mediums in a strategic way to promote a product or service
- Maintaining relationships with online influencers
- How traditional and social media both play a role in a comprehensive, strategic PR campaign



Sarah Gronberg Kolell has worked in public relations at Hallmark for three years doing media relations and campaign management. Prior to Hallmark, Sarah worked in public relations at AdFarm and the Kansas Department of Health and Environment. Before that, she worked as a news reporter/anchor in Minnesota, North Dakota, Michigan and Kansas. Sarah is serving her third year on the Kansas City IABC Board of Directors. She is the recipient of the Greater Kansas City PRSA Best of Show award, as well as an Associated Press Award for Breaking News Coverage. Sarah is currently pursuing her master's in business administration at University of Kansas.



Deidre Mize has spent 13 years at Hallmark in various communication and public relations roles. She was promoted to her current role as a national campaign manager in 2008 where she works to strategically develop and oversee national public relations campaigns in conjunction with the company's overall integrated marketing communications. Prior to her role at Hallmark, she worked as a newspaper reporter. She has won multiple awards for her work on a variety of campaigns, including a Best of Show from the Greater Kansas City PRSA and a Gold Quill Award of Excellence from IABC.

THE INTEGRATED CONVERSATION

Peter Faur, RightPoint Communications Using Social Media to Extend the Reach of the Individual Practitioner

Peter will share real-life examples that demonstrate the role social media have played in building his network, generating ideas and connecting him to business leads. You'll learn how to build your own professional network, promote your services and reciprocate meaningfully to those who help you. Be prepared for a changing employment landscape... as more and more communicators find their corporate careers endangered, interrupted or arbitrarily ended, knowing how to effectively apply social media tactics is more important than ever.



Peter Faur, president of Phoenix-based RightPoint Communications Inc., grew up in Soulard in the shadow of Anheuser-Busch. He moved to Phoenix from St. Louis in late 2002 to head the communications staff of Phelps Dodge Corp., a copper-mining company acquired in 2007 by Freeport-McMoRan Copper & Gold Inc. As vice president of corporate communications, he was responsible for all the company's internal and external communications programs.

For the past two years, he has made a point of learning social media tools but would be the first to say there's always more to learn. In his presentation, he'll talk about how social media have benefited his practice and his process for determining how to use his time effectively so social media don't become all-consuming.

Faur won a Gold Quill for excellence in magazine editing and a Silver Anvil as part of a team to combat federal excise tax increases on beer. He is accredited in public relations by the Public Relations Society of America.

He holds a bachelor's degree in education from Concordia University, Chicago; a master's degree in journalism from Kansas State University; and master's degrees in business administration and management from Fontbonne University. He also completed the Columbia University executive education program in marketing and the Harvard-MIT seminar on dealing with an angry public.

THE INTEGRATED CONVERSATION

Jim Barnthouse, Habanero

Seven Ways Social Media Can Grow Your (Client's) Business

Jim shares seven ways to leverage social media that will provide insight and generate ideas to grow your business. Everyone needs to understand how social media can be employed to benefit their organization. Go beyond general knowledge and learn the multitude of ways social media can be used to drive value for your organization. You will benefit whether you are a small or corporate business communicator or an employee at a marketing, ad agency, PR, digital marketing or other service firm.

Learn:

- Business Development and Revenue Generation
- Customer Service and Customer Insight
- Brand Communication and Brand Awareness
- Market Research
- Competitive Research
- HR / Candidate Search and Research
- Internal Corporate Collaboration and Innovation



Jim Barnthouse has been at the ground level of social media interaction since the earliest days of MySpace, Facebook and Twitter. Like the medium itself, Jim has grown and shifted tactics to keep ahead of the trends and networks that have everyone buzzing today. Hailing from one of the nation's social media hubs, Chicago, Jim spends his days building digital and social brands for a St. Louis-based Web company, Habanero, whose client list includes Build-A-Bear Workshop, Panera Bread, Fujifilm USA and Medicine Shoppe International. His focus on strategy rather than saturation ensures that Habanero's clients' social presence is always on key and never disjointed. Read about Jim's experiences in St. Louis on his blog, www.ArchObserver.com, or follow him on Twitter at [@JimBarnthouse](https://twitter.com/JimBarnthouse). You can find him also tweeting along with the rest of the Habanero team at [@HabaneroWeb](https://twitter.com/HabaneroWeb).

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Mike Plotnick, HOK

Showcasing Life at HOK, a case study on company blogging

Mike presents an engaging and practical case study showcasing the evolution of HOK's pioneering social media presence. You will gain ideas and guidance for building and sustaining an effective social media presence in your own organizations. Architectural firm HOK launched Life at HOK (www.hoklife.com) in October 2008 as a forum for showcasing the firm's personalities and creativity to the world. Although primarily conceived as a recruiting tool, the blog has developed into an effective medium to facilitate employee communications, media relations and client engagement. It also serves as a portal to HOK's active presence on Facebook, Twitter, YouTube, Flickr and other social media platforms.

You also will explore the following topics:

- Securing senior-management support
- Structuring the platform, protocols and processes
- Recruiting bloggers and engaging audiences
- Nurturing content
- Addressing unforeseen challenges
- Measuring success



Mike Plotnick is a public relations practitioner who has discovered the power of social media for connecting with target audiences and unleashing a brand.

As vice president and communications manager at HOK, he directs internal and external communications strategies to position the global architectural firm's people, projects and expertise worldwide. In this role, he works with an internal team that pioneered and facilitates HOK's industry-leading social media platform.

Prior to joining HOK in 2001, Mike held public relations and communications positions at StreamSearch.com, Kupper Parker Communications and Fleishman-Hillard International Communications. A former president of IABC St. Louis, his communications projects have been honored with Gold, Silver and Bronze Quill awards, as well as earning recognition from the Public Relations Society of America, Society for Marketing Professional Services and Women in Communications.

Mike regularly speaks about social media trends and applications to a range of professional organizations. You can follow him on Twitter as @SomeChum.

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THE INTEGRATED CONVERSATION

Cassie McCloud, The Vandiver Group Inc. Engaging Your Employees: Web 2.0

Cassie will show you how to use the power of social media to provide your organization with a unique opportunity to become part of the online conversation and create two-way dialogue between employees and organizational leadership. Even if your organization isn't formally using social media to communicate, you can bet that your employees are already using it. Not only do social media allow organizations to collect real-time data, but it is often a cost-effective solution to allow employees who do not work in the same office to connect and share ideas.

You also will explore the following topics:

- Ways to create dialogue between employees and organizational leadership
- Methods to capture employee feedback
- Social media tools to recruit, train and educate employees



Cassie McCloud is a senior account executive with The Vandiver Group Inc., a full-service communications consulting firm offering strategic counsel, public relations, branding, marketing, social media, creative, training and market research services. Cassie specializes in strategic branding initiatives that integrate both traditional marketing tactics and social media strategies to build engagement and garner results. She has successfully led employee branding efforts utilizing online discussion forums where employees engage with each other and leadership to discuss organizational issues and ultimately facilitate positive organizational development.

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