



American Marketing Association • Madison

# SOCIAL MEDIA SEMINAR

Tuesday, March 9th, 2010 • 7:30 am - 2:00 pm  
Exhibition Hall • Alliant Energy Center • Madison, WI  
1919 Alliant Energy Center Way

Registration Fees: AMA Members \$70 • Students \$50 • Non-Profit \$80 • Non-AMA Members \$115

So, you started doing social media.  
**NOW WHAT?!?!?**

Attendees will learn about the value of social media and walk away with tools to implement in their work setting and confidence to proceed. Social media is a broad topic, but AMA's seminar will distill the information to issues relevant in your day-to-day operations. Practical skills will enable you to take immediate action in your company.

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|-------------------------|---|-------------------------|---|
| <b>7:30 - 8:00 am</b>   | REGISTRATION AND BREAKFAST  | <b>10:45 - 11:00 am</b> | BREAK   |
| <b>8:00 - 8:15 am</b>   | INTRODUCTIONS   | <b>11:00 - 11:45 am</b> | DANA VANDEN HEUVEL, President,<br>The Marketing Savant Group<br>Social media for B2B marketing.   |
| <b>8:15 - 9:00 am</b>   | JASON WEAVER, CEO, Sway, Inc.<br>Social media: develop an integrated plan.  |                         | WENDY SOUCIE, Principal - Wendy Soucie Consulting<br>Networking on LinkedIn (NCP model: Network. Contribute. Participate.)                  |
| <b>9:00 - 9:45 am</b>   | DANA VANDEN HEUVEL, President,<br>The Marketing Savant Group<br>Advanced social media best practices to generate ROI. Metrics and dashboard perspectives.   | <b>11:45 - 12:30 pm</b> | NETWORKING LUNCH  |
| <b>9:45 - 10:00 am</b>  | BREAK   | <b>12:30 - 1:15 pm</b>  | TROY JANISCH, Digital Marketing Manager -<br>American Family Insurance<br>Case study: The story of American Family's social media strategy. |
| <b>10:00 - 10:45 am</b> | MICHAEL PHELPS, Vice President of<br>Research and LinkedIn Trainer, Phelps<br>Research Solutions<br>What's your HR policy for social media?<br>MELISSA ANDERSON, Director of PR,<br>UW School of Business<br>Using social media for Public Relations. | <b>1:15 - 2:00 pm</b>   | SOCIAL MEDIA PANEL<br>What to do next.  |

**GET THE ANSWERS YOU NEED TO CREATE  
AN INTEGRATED SOCIAL MEDIA PLAN.**



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PO Box 259692 • Madison, WI 53725



**SIGN UP TODAY!**  
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Registration deadline is 5:00 pm, March 6th. Advance payment and registration required. Secure payment by credit card available through PayPal (PayPal account not required). Please note: No refunds for cancellations received after 5:00 pm, March 6th. No-shows day of the event will be billed.

