

Social Media Workshop

Tuesday, March 23, 2010

9:00 am - 4:00 pm (lunch provided)

Country Springs Hotel

Country Springs Executive Learning Center (ELC) - 2810 Golf Road, Pewaukee

ABOUT THE WORKSHOP

The ways companies are communicating with and engaging their customer base has changed dramatically over the past 12 months. Add to that how the media has evolved over the last several years and we are operating in completely new territory. No longer do businesses need to rely solely on traditional public relations or advertising to grow sales and develop brand fans. Businesses can now use social media to go directly to the customers to share information, stories and personality and engage in a two-way dialog that creates a strong connection that produces business results.

The core principles of credit unions, with their commitment to building community and helping each individual member, shows that credit unions are ideally positioned to leverage social media to grow their business and develop ongoing engagement. This workshop will enable participants to better leverage social media tactics in their daily activities and learn from each others' efforts. This is a hands-on program, *please bring along your laptop!*

9:00 am - REGISTRATION

9:15 am - WELCOME and OPENING REMARKS

9:30 - 10:15 am

Social Media - The Basics | This session will introduce social media, its uses, tools and key channels and help attendees set up a Twitter account and send their first tweet.

10:30 am - Noon

Case Studies, Audience Sharing + Hands On Activity | This session is designed to share key case studies that are relevant to our industry. The content will be appealing to beginners as well as advanced users of social media. In addition participants are invited to share their experiences with social media and ask questions.

Noon - 1:00 pm - NETWORKING LUNCH

1:00 - 2:15 pm

Community Development, Advanced Strategies + Holistic Campaigns | This session is designed to offer more information about advanced social media strategies and initiatives.

2:30 - 3:30 pm - OPEN DISCUSSION

3:30 - 4:00 pm - WRAP UP and CLOSING REMARKS

Presenters:



Al Krueger, founder, partner and right brain, Comet Branding + PR. Prior to founding Comet in 2007, he was the director of public relations for a branding communications agency, national brand manager for a large leisure travel company and a brand coordinator for Wisconsin's largest health care system, among other roles. Together with business partner Sara Meaney, he is the co-host to Comet Branding Radio, a weekly Internet radio show that shares and discusses the progressive and evolving elements of marketing,

public relations and social media, and features thought leaders from around the country. Al is a seasoned public speaker and gives presentations on branding, public relations and the strategic use of social media in that mix. He holds a Bachelor's degree from University of Wisconsin - Whitewater. He sits on the board of directors of The Eisner - American Museum of Advertising & Design, is the co-founder of the Social Media Club of Milwaukee and co-chair of the Social Media Committee for the PRSA Milwaukee Chapter.



Sara Meaney, partner and left brain, Comet Branding + PR, held several marketing and communications leadership positions before partnering with Al Krueger at Comet in early 2009, including as vice president of a communications agency, head of marketing for a leading national accounting firm, managing director of marketing and communications for a private equity and turnaround investment company, and marketing director for a startup

biotech company, among others. She led national and international teams on both sides of the client/agency fence to launch and grow a myriad of business-to-business and consumer brands across diverse industries. She holds a bachelor's degree from the University of Wisconsin - Madison and has completed executive education programs at both Harvard Business School and Kellogg School of Management. Sara is co-founder of Social Media Club Milwaukee and co-chair of the Social Media Committee for the PRSA Milwaukee Chapter.

Tuition: \$189.00

There is a minimum registration requirement of 15 participants to avoid event cancellation. Please invite your peers to join you.

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LODGING

Country Springs Hotel
2810 Golf Road, Pewaukee (262) 547-0201

RATE: \$99.99 single, plus tax.

RELEASE DATE: March 1, 2010

CANCELLATION/SUBSTITUTION POLICY

Cancellations and refund requests made eight or more days prior to the conference date must be in writing or faxed to (262) 549-7722 and are subject to a \$35.00 service charge. No refunds will be granted if a cancellation is received seven days or less before the conference date. Substitutions are accepted any time before the conference begins, but The League must be notified.

TUITION

\$189.00 per participant.
Includes all materials, breaks and lunch. *It does not include lodging.*

REGISTRATION

All registrations postmarked by March 8 will receive a confirmation letter and map.

ROOM CONDITIONS

Attendees will also want to bring a light sweater or jacket, as room temperatures vary.

WEBSITE

Register online at www.theleague.coop
Click on Education, Calendar, Select Event, Related Links, Register Now!



Please bring along your laptop!

To: The Wisconsin Credit Union League - Education & Training
N25W23131 Paul Road, Suite 500, Pewaukee, WI 53072-5779
(262) 549-0200 or (800) 242-0833, Ext. 6020, Fax (262) 549-7722
or Judy Phillips at jphillips@theleague.coop

Registration Form

Need Special Assistance? If you are a person with a special dietary or other special need, please let us know in time for us to make any necessary accommodations for you.

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Authorized \$ _____ Amount to be charged to your VISA MasterCard

Charge Card # _____

CID Number _____ Expiration Date _____

Name on Card _____ Card Address _____

Make direct withdrawal for \$ _____ via ACH debit entry to # _____

CU Routing/Transit # _____ out of Account # _____

CU Authorized Signature _____

Our check/draft for \$ _____ made payable to The Wisconsin Credit Union League is enclosed.

Participant (Please type or print)

Email

Credit Union Name _____ City/State _____

Zip _____ Phone _____ Ext. _____

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