The Social Media Marketing Conference

A real-world guide to understanding social media and using it to generate leads, connect with customers, expand your market reach, create lifelong customers, drive website traffic — and grow your business

Get into the social media game and WIN BIG!
Enroll at skillpath.com/CONSMED or call 800-873-7545
Ready to get off the social media sidelines and into the game?

If it seems like nearly every business on the planet is connecting with customers on Facebook®, Instagram®, LinkedIn® and more — except you — you’re not alone.

Many organizations who have been resisting social media for years are feeling the same way and wondering: Are businesses really making money using social media? Can MY business still get in on the action — and the profits?

You’re going to like the answers! Businesses of all sorts and sizes are integrating social media into their marketing plans — and boosting the bottom line! And it’s not too late for you to join in and share the wealth!

But don’t kid yourself. The businesses that make money know what they’re doing. They set goals and objectives, follow a plan and use the best tools...

...they monitor results and measure ROI. In other words, making money on social media is not as simple as "creating a profile and posting stuff."

You need to get up to speed to get started with social media — and find out how to achieve success. Our Social Media Marketing Conference is one place where you can learn it all!

Get a road map for making money using social media

We’ll walk you through everything you need to do to start marketing via social media right away. Learn about the best social media tools and the latest social media strategies. Our experienced experts will break everything down for you into digestible, easy-to-understand chunks.

Ask questions, get answers and network with peers! You’ll gain the mindset, tools and skills you need to start using to get real business results — and bring in positive ROI from each and every effort.

There’s absolutely no reason to miss out any longer on the proven, bottom-line benefits of marketing with social media.

Don’t be left behind — register today!

Think it’s still okay to take a wait-and-see approach? Recent data shows...

<table>
<thead>
<tr>
<th>2.2+ billion</th>
<th>575+ million</th>
<th>500 million</th>
<th>1.8+ billion</th>
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<tbody>
<tr>
<td>Number of Facebook users</td>
<td>Number of LinkedIn users worldwide</td>
<td>Number of Tweets created each day</td>
<td>Unique visitors on YouTube every month</td>
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These numbers change almost daily. Looks like this social media thing is here to stay for the long haul, wouldn’t you say?

To enroll, call 800-873-7545 or visit skillpath.com/CONSMED

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<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>8:15 – 8:50 a.m.</td>
<td>Registration</td>
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<tr>
<td>9:00 – 9:20 a.m.</td>
<td>Opening session — Marketing in a social world: How the customer has taken control and is changing the rules</td>
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<tr>
<td>9:30 – 10:20 a.m.</td>
<td><strong>SESSION 1</strong></td>
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<tr>
<td>TRACK 1:</td>
<td>You’ve decided to jump into the world of social media — now what?</td>
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<tr>
<td>TRACK 2:</td>
<td>Step up your social media presence: Network, promote, share…and profit!</td>
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<tr>
<td>10:20 – 10:30 a.m.</td>
<td>Break</td>
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<tr>
<td>10:30 – 11:20 a.m.</td>
<td><strong>SESSION 2</strong></td>
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<tr>
<td>TRACK 2:</td>
<td>The key to social media success: Getting off to a good start</td>
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<tr>
<td>TRACK 1:</td>
<td>Social media tools exciting, but mistakes can cost you big. No need for trial and error — here’s how you can take a detour around common social media mistakes.</td>
</tr>
<tr>
<td>11:20 – 11:25 a.m.</td>
<td>Break</td>
</tr>
<tr>
<td>11:25 – 11:45 a.m.</td>
<td>Lunch (on your own)</td>
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<tr>
<td>11:45 a.m. – 1:00 p.m.</td>
<td><strong>SESSION 3</strong></td>
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<tr>
<td>TRACK 1:</td>
<td>Facebook®, YouTube®, Twitter®, Instagram®, oh my! Choosing the right platform for your business</td>
</tr>
<tr>
<td>TRACK 2:</td>
<td>The art of writing for a social audience</td>
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<tr>
<td>1:00 – 1:50 p.m.</td>
<td>Measuring what’s really important — your return on investment</td>
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<tr>
<td>1:50 – 2:00 p.m.</td>
<td>Break</td>
</tr>
<tr>
<td>2:00 – 2:50 p.m.</td>
<td><strong>SESSION 4</strong></td>
</tr>
<tr>
<td>TRACK 1:</td>
<td>Success stories: What the best social marketers do better than the rest</td>
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<tr>
<td>TRACK 2:</td>
<td>Monitoring what people are saying about you online — in 15 minutes a day</td>
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<tr>
<td>2:50 – 3:00 p.m.</td>
<td>Break</td>
</tr>
<tr>
<td>3:00 – 3:45 p.m.</td>
<td><strong>SESSION 5</strong></td>
</tr>
<tr>
<td>TRACK 1:</td>
<td>Managing your online reputation</td>
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<tr>
<td>TRACK 2:</td>
<td>Stay tuned to the conversations going on about your brand — get a look at the tools available for effective monitoring (some of them are even free!)</td>
</tr>
<tr>
<td>3:50 – 4:00 p.m.</td>
<td>Closing session</td>
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## Session 1
**9:30 – 10:20 a.m.**
### Show me the money: How social media actually pays off
- The truth about who’s using social media networks and tools to market — and why
- Proven ways even companies with tiny budgets and few employees can profit
- How to reframe your thinking about social media and shape it into what you need for your business
- Why it’s a mistake to think social media is just for business-to-consumer companies
- What social marketing can do for you that traditional marketing can’t

## Session 2
**10:30 – 11:20 a.m.**
### The key to social media success: Getting off to a good start
- Know what you hope to achieve before you begin
- A handy tool kit for launching a winning social media campaign
- How to accurately predict how much time you’ll need to invest
- Why the best social marketers know their target market inside and out
- The importance of a well-thought-out strategy to get you where you want to be
- Getting buy-in from higher-ups — especially those who think it’s all nonsense

### Track 1:
**You’ve decided to jump into the world of social media — now what?**

### Track 2:
**Step up your social media presence: Network, promote, share…and profit!**

## Session 1
**9:30 – 10:20 a.m.**
### Cool tools and how to use them to grow your business
- From blogs to wikis: What you can do with social media tools (and why you’d want to)
- The best business uses for Facebook and LinkedIn®
- A key business benefit of using Twitter that makes it almost impossible to resist
- Beyond silly videos of babies and pets — creative ways to use YouTube for business
- Could blogging be your front door to social media?
- Social bookmarking: Everyone’s talking about it…here’s why

## Session 2
**10:30 – 11:20 a.m.**
### Mistakes rookies make… but you don’t have to
- Critical mistakes social media pros NEVER make
- Top reasons why campaigns fail
- Believing social media is all about Twitter, Instagram, Facebook, LinkedIn and YouTube — are you guilty?
- What failing to turn prospects into customers can cost your company
- Avoiding poor decisions that translate into poor ROI
SESSION 3 | 1 – 1:50 p.m.
The art of writing for a social audience
- How the social audience is different — and what this means to your writing
- Foolproof tips for writing compelling posts, Tweets and blogs
- Out with the fluff! There’s no room for it in this new social world
- Reusing content: A good practice — or not?
- How to sound like a genuine, caring human being — not a corporate robot
- Responses can be automated — but should they be?

SESSION 4 | 2 – 2:50 p.m.
Managing your online reputation
- The dangers to companies who are oblivious to what customers are saying
- Dos and don’ts for responding to harsh criticism and negative comments
- Getting your timing, target and tone just right
- How to view criticism as an opportunity — not a threat
- The first and most important thing to do when a criticism surfaces

SESSION 5 | 3 – 3:45 p.m.
Monitoring what people are saying about you online — in 15 minutes a day
- How to skillfully listen to what customers are saying — you won’t believe what you’ll learn
- Strategies for monitoring the online chatter about your brand
- Key steps to successful social media monitoring
- Using Google Alerts™ to monitor your brand
- Gathering data and what to do with it

SESSION 3 | 1 – 1:50 p.m.
Facebook®, YouTube®, Twitter®, Instagram®, oh my! Choosing the right platform for your business
- The specific goals you can’t afford to lose sight of when choosing a platform
- The most popular business platforms and what really makes them work
- Other not so obvious platforms you may not know about, but should
- The first questions to ask when choosing a platform
- Want to gain traction and build momentum? How to choose and use multiple platforms

SESSION 4 | 2 – 2:50 p.m.
Measuring what’s really important — your return on investment
- The most important social media metric of all
- What can — and should — you measure? The number of fans, page views, Tweets, social bookmarks?
- How not to get caught off guard by these measurement roadblocks
- Using analytics to better understand your ROI and make better decisions
- A look at monitoring tools and how they can simplify the job

SESSION 5 | 3 – 3:45 p.m.
Success stories: What the best social marketers do better than the rest
- A close-up look at some successful social media campaigns...and why they worked
- “They don’t use social media in my industry” — why you can’t use this as an excuse anymore
- A proven Fortune 500 social media model — and how to set up your own campaign based on it
- Small businesses getting big results: What you can learn from them
- Business best practices that can define the success of your initiatives

To enroll, call 800-873-7545 or visit skillpath.com/CONSMED
You’re invited to attend …

THE

Social Media Marketing Conference

It’s easy to enroll!

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For fast, easy registration, enroll online at skillpath.com/CONSMED

PHONE:
Call us toll-free at 800-873-7545

EMAIL, FAX OR MAIL:
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• Our 24-hr. fax number is 913-362-4241
• Mail your enrollment to us at: SkillPath, P.O. Box 804441, Kansas City, MO 64180-4441

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Your complete satisfaction is important to us. If you’re dissatisfied for any reason, let us know right away—we’ll issue you a refund or arrange for you to attend another SkillPath program. It’s that simple.
Important information

Our registration table opens at 8:15 a.m. When you arrive at the hotel, please check the directory for the exact location of the conference. Our registrars will greet you, assist you with your registration, hand you your conference materials and direct you toward your seat. You’ll also want to take the opportunity to meet other professionals from your local area. Introduce yourself! You may meet a new friend. Plan to be registered and ready to go by 8:50 a.m.

We begin at 9:00 a.m. on the dot and wrap up at 4:00 p.m. Lunch is on your own from 11:45 a.m. to 1:00 p.m. Why not invite another participant to dine with you? You can share information, review the morning and make the day even more enjoyable.

Parking. We do our best to find conference facilities that have all the plusses we look for: Convenient location, great meeting rooms, courteous staff and plenty of free parking. However, some facilities have paid parking only. You may want to check with the facility personnel to determine parking fees — often they can direct you to free parking just around the corner.

Audio/video recording. Our programs — both what you see and what you hear — are fully copyrighted by SkillPath. No audio or video recording, please. For more information about what to expect at one of our workshops, visit skillpath.com/expect.

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Cancellations and substitutions. There are no cancellation fees. Substitutions may be made at any time.

Five more good reasons why you will want to attend this conference…

1. Our speakers are the best…period. They’re pros who have a proven record of effectiveness, professionalism and expertise. And what’s more, they’re exciting communicators who’ll provide you with one of the most interesting days you’ve ever spent.

2. We give you only the most important, important information. There’s a lot of information out there that could take you years to gather on your own. In one fast-paced day, we’ll give you what we believe is the best, most important information to help you be the best you can be.

3. Practicality is emphasized. You will leave this conference with specifics you can apply immediately. And you won’t go home empty-handed. You’ll leave this conference with a Certificate of Attendance; a soundly researched, unabridged workbook; and step-by-step guidelines for using the information you’ve just learned. We promise you’ll get results your very next day back at work.

4. The value is unbeatable. Not only is our enrollment fee a great value, but when four or more enroll from the same organization, you’ll enjoy a significant discount.

5. Our guarantee is unconditional, straightforward and the very best in the industry. How can we be so confident? Because we work hard before the conference to make sure you’re happy after the conference. Pertinent, up-to-date information you can really use; a convenient conference location; registrars who are courteous and helpful; and speakers who grab your attention and take you on an exciting journey full of fun and facts. We believe you’ll love every minute of it.

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INSIDE: Discover the road map for making money on social media.

Social media is here to stay — ignore at your own peril.
Register now for the Social Media Marketing Conference at skillpath.com/CONSMED