

forum invitation

SOCIAL MEDIA: THE NETWORK WE CANNOT LIVE WITHOUT



Our next Forum on Tuesday 27th March at The Ivy Room looks at the power and reach of social media and the way it has dramatically transformed the approach of many businesses in engaging new audiences and building brand recognition.

Our panel of experts will put in perspective the opportunities social media has created to communicate with wider communities - from brands to business to politics - the influence of social media can't be ignored.

Venue: The Ivy Room, 320-330 George Street, Sydney

Date: Tuesday 27 March

Time: 12pm-2pm

Price: \$130 pp including two course lunch with wine, \$1170 table of 10.

Our Panel:

Laurel Papworth, International Social Media Strategist. Forbes Magazine named her in the 50 Most Powerful Social Media Influencers in 2012

Lachlan Harris, former Senior Press Secretary of the Prime Minister of Australia The Hon Kevin Rudd MP, 2006 -2010; Co-founder at One Big Switch Pty Ltd, Columnist for The Sunday Telegraph.

Lucie Snape, Digital Strategist, Social@Ogilvy, Ogilvy PR. Lucy is on LinkedIn, Twitter, Instagram, Flickr, Tumblr, GooglePlus and AsiaDigitalMap.com.

Ticky Fullerton, our moderator, presents the ABC's nightly business show, The Business.

SOCIAL MEDIA FORUM Sydney, Melbourne Brisbane: Exciting opportunity to win an auction prize donated by Social@Ogilvy:

A Social Media Makeover for a business including:

- Review of corporate social media properties (Facebook, Twitter, LinkedIn, Blog etc)
- Recommendations for improvements

This would suit a business who is new to this space, or is doing a reasonable job but perhaps doesn't feel as though they are leveraging their social properties as best they can.

Diary Date for Social Media Forums in Melbourne & Brisbane Invitations to follow

Melbourne

Wednesday 2nd May, 6-8pm Drinks and Canapes
The Village Roadshow Theatre, State Library of Victoria

Brisbane

Thursday 10th May 12-2pm Buffet Lunch
The Edge, State Library of Queensland, Southbank

CLICK HERE TO BOOK
www.inforumgroup.com/forum/