



The Art of Digital Conversation; The Impact of Social Media on 21st Century Marketing

Social marketing, Web 2.0, whatever you call it, it's clear that a new breed of web sites and online applications is changing the way we function online. In this engaging half-day workshop, you will gain an insight into the key opportunities for travel and tourism companies ready to capitalize on this evolving communication channel.

You will learn:

- How the social 'net is affecting the way we gather information.
- The 3 primary social media strategies.
- The 4 key elements to successful social network marketing.
- Where to find your customers in the social web.
- The hidden pitfalls of social marketing.

Who Should Attend:

Executives, managers and individuals responsible for bottom line revenue and increasing profitability of their broadcast industry websites.

Length: 1 hour, including 10 to 15 minute Q & A.

AV Requirements:

- Projector & screen.
- Internet access for presenter's laptop.
- Wireless mic preferred.

...thank you for a most informative session at the previous HTCE event (April) - I thought I was at least fairly savvy when it comes to online marketing, but have been 'humbled' by your off-hand expertise in the field...

Drew Schumacher
Business Development Specialist

Experience. Expertise.

President of Kinetix Media Communications Ltd., Paula Skaper is an ebusiness expert with over 20 years experience. A sought after speaker, Paula is the past-President of the International Internet Marketing Association, an active member of both the BCAIM and the Vancouver Board of Trade, and a former instructor of e-Commerce at BCIT.



Prior to founding Kinetix in January 2000, Paula held several senior management positions in media and ebusiness development firms, designing and implementing successful e-commerce, online marketing and web analytics strategies for a diverse array of businesses across North America. Her company, Kinetix Media Communications, is a leading integrated marketing and advertising agency based in Vancouver, British Columbia.

CONTACT

The Art of Digital Conversation can be delivered as a keynote presentation or customized as a half-day workshop for your group. Contact Kinetix Media for more information or to book Paula for you next event.

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