

Social Media **Sales** Impact

8am – 12pm August 4th, 2009
Location: The Georgian Club

Content | Conversation | Connection | Conversion

David Cohen Content



David, a brand strategist and personal branding & social media expert, was recently featured in the Atlanta Business Chronicle. David will teach you the three Rs of branding and the principles of “being a beacon” – how to be memorable and effective with high-impact content.

Nadia Bilchik Conversation



Nadia is a Communications & Media Consultant, Keynote Speaker, and On-Air Personality for CNN. Communicating and networking with GREATER IMPACT is critical for success. Nadia will sharpen your non-verbal presentation skills and teach you to elevate your personal presence.

Troy Johnson Connection



Troy asks, “Are you LinkedIn or locked out?” A speaker and web & social media project consultant, Troy will show you how to translate your message online and go beyond the basics to strategically use Social Networking tools to promote yourself and connect with prospects.

Barb Giamanco Conversion



A well-known keynote speaker, author and accredited coach with 25+ years of business experience, Barb capped a corporate career at Microsoft where she led sales teams and coached executives. Barb will show you the social media techniques used by serious professionals to convert prospects and increase sales.



Make an impact!

Are you worried that you’re wasting time on social media? Do you feel like you’re missing out on all the excitement? Do you want to put social media to work for you?

In this unique half-day workshop you will learn from established experts how to refine your content for greater impact, how to ramp up your personal presence, how to use the tools for relevant social media conversations, and how to bring it all together to convert

Register online at: <http://socialmediasalesimpact.eventbrite.com>
Signup before July 28th for an Early-Bird discount!