

European Chambers of Commerce



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CHAMBER OF COMMERCE



are pleased to invite you
to the next of their business seminar series

The Digital Handshake: Social Marketing for Successful Professionals

Social media has profoundly changed the way companies and professionals acquire and retain clients in today's digital age when decision makers are influenced daily by conversations on social networking sites as well as research they conduct on Google and other search engines, doing business requires a critical component: an effective "digital handshake." Driving professional growth requires earning thought-leadership online within relevant online media outlets, websites and social networking communities.




interactive seminar

This interactive seminar, delivered by **Roar Media**, a strategic marketing-communications and social media consultancy, will provide effective social media strategies and tactics that professionals can use daily to support their business goals. Key takeaways include:

- Establishing** your personal and corporate brand statement
- Building** your base and seeding your community
- Creating** compelling content
- Managing** your online reputation on everything from Facebook to Google
- Retaining and re-marketing** to clients via smart social media strategies

Date: October 12, 2011
Time: 8:30 a.m. to 9:00 a.m.: Registration and Networking
9:00 a.m. to 10:00 a.m.: Seminar followed by questions and answers
Where: 1001 Brickell Ave, Suite 2110, Miami, FL 33131
RSVP: Email your respective chamber below

 **France**
facevents@faccmiami.com

 **Great Britain**
babcmiami@gmail.com

 **Italy**
marketing@iacc-miami.com

 **Spain**
repcion@spainchamber.org

 **Germany**
miami@gabc.us

