

For the first time in history, You don't control your organization's brand! Social Networking Roundtable for Executives

Event Details

ATTENDEES

Executives interested in how social networking can be used to achieve strategic objectives.

DATE

Tuesday, November 3rd

TIME

6:00 – 8:30 p.m.

LOCATION

Metropolitan Ballroom
Golden Valley

Address

5418 Wayzata Blvd
Golden Valley, MN
55416

Directions

Please see
damico catering.com
for directions

Questions?

Robbie Johnson
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Rjohnson
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RSVP

by October 21st
events@trissential.com
952-595-7970

What are Executives doing about this issue in the Twin Cities?

Join our Roundtable and find out why many senior leaders have come to Trissential asking questions about social networking. We have organized a panel of leading experts who will be discussing how they have approached this topic in their own environments. Topics such as:

What is social networking?

How can my business use social networking to:

- Engage with customers
- Identify prospects eager to buy products and services
- Improve brand recognition and reputation
- Deliver great customer service

What is the impact of social networking on the enterprise infrastructure?

A Roundtable Mindshare for Defining and Describing Social Networking

Hundreds of millions of people are blogging, creating wikis, and sharing information on Facebook, Twitter, My Space, and LinkedIn in a phenomenon called social networking. They're rating products; they're rallying people to causes; and they're talking online about everything from their personal lives to the products and services they buy. In fact, they're probably talking about your business, right now ...

Agenda

**Networking
Introductions
The context
and framework for
our discussion
Facilitated Roundtable
Discussion
More Networking**

Appetizers and beverages will be served

Exclusive

As with all Trissential hosted roundtables, this is designed to be an exclusive event for executives and thought leaders. This is an invitation only event, therefore participation is limited to the first 35 people who RSVP. So register early to ensure a reservation at this event.

Social Networking Leaders

Doug Reynolds,
Former President & COO of Allianz Life Insurance

Jim Thomson,
Former IT strategist at Allianz Life Insurance

Ken Morris, JD
President of the Apercu Group

Mike Ellsworth
Managing principal of Linked InSolutions

Other Contributors:

Robbie Johnson
Social Networking/ Business Development at Trissential

Chris Cortilet
Creative Director, Azul 7, marketing & branding experts

Lisa Helminiak
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