Ragan Communications and the Public Relations Society of America present:

Social Media for Communicators

Conference at a Glance

Session Times	Track One: Internal Communications	Track Two: Public Relations	Track Three: Marketing Communications
Day One: Thursday, March 6			
8:30 a.m. — 9:30 a.m.	‹‹‹‹‹ Conference Keynote with David Pogue ›››››		
9:30 a.m. — 9:45 a.m.	Break	Break	Break
9:45 a.m. — 10:45 a.m.	Can social media thrive behind the firewall? You bet it can	Streaming more than water: How a northern Virginia utility uses viral video to communicate its vital role in the community	Selling to the future: How Facebook and blogs will help you market to a younger audience
10:45 a.m. - 11:15 a.m.	Extended exhibitor break	Extended exhibitor break	Extended exhibitor break
11:15 a.m. — 12:15 p.m.	Turn your executive's blog into an employee-meeting place—and a best practices warehouse	Crisis communication in the age of social media	New media marketing for nonprofits: Practical uses of podcasts and blogs
12:15 p.m. — 1:45 p.m.	‹‹‹‹‹ Luncheon Keynote with Steve Crescenzo ›››››		
2:00 p.m. — 3:30 p.m. Extended Hands-On Sessions	Turn every article you write into a conversation ... and change your corporate culture while you're at it	Social media relations: New ways —and some golden oldies—for getting your stories told	This is not your father's video: Are you ready for a brand-new tool?
3:30 p.m. — 4:00 p.m.	Extended exhibitor break	Extended exhibitor break	Extended exhibitor break
4:00 p.m. — 5:00 p.m.	Shrink the world: Motorola's 'Global Town Halls' bring together far-flung employees	Government communicators: How you can put social media to work for you	Why SEO is as important as your CEO
5:30 p.m. — 7:00 p.m.	Conference Cocktail party	Conference Cocktail party	Conference Cocktail party
Day Two: Friday, March 7			
8:30 a.m. — 9:30 a.m.	‹‹‹‹‹ Conference Keynote with Angela Sinickas ›››››		
9:30 a.m. — 9:45 a.m.	Break	Break	Break
9:45 a.m. — 10:45 a.m.	No budget for video? Tell great stories on a shoestring	Social media training for participatory public relations	Put wikis to work: How Motorola communicators use Web 2.0 tools to manage a global workflow
10:45 a.m. — 11:15 a.m.	Extended exhibitor break	Extended exhibitor break	Extended exhibitor break
11:15 a.m. — 12:15 p.m.	Guerilla-style social media: How to get a lot done with little support and less money	Ten public relations lessons a teenager could—but never would—teach you about social media	Be a viral virtual marketer: The easiest and most crucial plan for your brand

‹‹‹‹‹ GO TO WWW.RAGAN.COM/SOCMED08 ›››››