



Corsini Classroom: Hand's-On Introduction to Social Media

Location: TBD

Date: TBA

Time: **Networking 7:30 a.m. Conference: 8:00 a.m. – 12:00 noon**

Can you explain all these? If not, this conference is for you!



You'll hear from:

- **David Brasfield, Founder and CEO of TriNovus:** David has spent 25 years providing technology-based solutions for the community banking industry. He'll discuss how he's using social media for public relations, marketing materials, business development and turning leads into customers. (www.trinovus.com)
- **Kara Kennedy, Director of External Affairs at Samford University's Brock School of Business:** Kara will discuss the various social-media tools available today and how to incorporate them into your company's overall marketing strategy.
- **Brian Cauble, Co-founder and CEO of Appsolute Genius:** Brian will talk about how to take "offline" relationships online using the latest social-media techniques. (www.appsolutegenius.com)
- **Wade Kwon, Instructor at the Birmingham Blogging Academy:** Wade Kwon has written thousands of blog posts and created blogs big and small. He loves to tell stories, in person and in print and online as Birmingham's Best Blogger. A Birmingham, Ala., native, he started his award-winning blog, Wade on Birmingham, in 2005, and has worked with Time Inc. and Scripps-Howard on blogging and new media. Connect with him on LinkedIn: <http://www.linkedin.com/in/wadekwon>
- **Marc Corsini, President of Corsini Consulting Group, LLC:** For more than 20 years, Marc has coached over 2,000 salespeople, executives and professionals throughout the U.S. He is a business coach with a whole-life approach to success. For several years now, Marc has routinely utilized social-media outlets with his weekly e-newsletter. (www.corsini.com)



Who should attend this conference?

- **Business owners** who want to learn how to effectively communicate with customers and grow their business presence quickly
- **Salespeople** who want to build an efficient network with current relationships, better utilize referral sources and gain access to other people's social networks in order to increase their own business
- **Professionals** who want to better understand social media's growing importance in our ever-changing media landscape

Introduction to Social Media Conference Agenda

7:30 a.m. — Registration / Networking / Coffee

8:00 a.m. — **Marc Corsini, President of Corsini Consulting Group**, *Conference Overview*

8:15 a.m. — **Wade Kwon, Instructor at the Birmingham Blogging Academy**, *Introduction to LinkedIn.*

9:00 a.m. — **Brian Cauble, CEO of Appsolute Genius**, *Introduction to Twitter.*

9:45 a.m. — Break

10:00 a.m. — **Kara Kennedy, Director of External Affairs at Samford University's Brock School of Business**, *Introduction to Facebook.*

10:45 a.m. — **David Brasfield, CEO of TriNovus** "How **TriNovus** Uses **Social Media** to Bring in **New Clients**"

11:30 a.m. — Panel Discussion (Kara, Brian, Wade & David) — Marc Corsini, facilitator

11:55 a.m. — Summarization — Marc Corsini

12:00 p.m. — Close / Depart

To enroll in the 2010 Hands-On Introduction to Social Media Conference, go to www.corsini.com and use PayPal. (You do not have to have a PayPal account to enroll.) Seating is limited.

Investment: \$109 for Conference only.

\$49 for Conference DVD. (To be mailed after the event.)