



AA018450 Ryan McVay/courtesy of Getty Images

# Special Interest Group

Thursday, September 10, 2009  
11:30 am - 1:00 pm

SOCIAL MARKETING WITHOUT  
THE HANGOVER: How to Gain Instant  
Buzz and Business in Today's Economy

**Location:** Studio Movie Grill - 11170 N. Central Expressway,  
Dallas, TX 75243 (NE corner of 75 & Royal Lane)



**Speaker:** Marc Harty, CEO/MainTopic Media

Is your company using social media or Web 2.0 to reach customers? Should you? By the end of 2008, social networking had overtaken e-mail in terms of worldwide reach. Yet social media as a marketing vehicle is often easily misunderstood, or even worse, misused. The good news is that by following the right process, it is possible to gain immediate exposure as well as long term branding and lead generation—often at a fraction of a typical advertising campaign. In this interactive session, Marc Harty will show you how to successfully leverage social media no matter what the size of your marketing budget.

**Takeaways will include;** The two biggest mistakes even experienced marketers make with social media, the top social media channels for any business, and the most important social media metrics to pay attention to (and why).

**Who Should Attend?** Entrepreneurs, small businesses and companies that want to extend their marketing efforts into social media.

**Preregistration:** \$20/members and \$30/guests

**At the door:** \$30/members and \$40/guests

Please preregister at [www.DFWAMA.com](http://www.DFWAMA.com).

Lunch will be provided.



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