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WASHINGTON UNIVERSITY
College of Business and Economics
Small Business Development Center
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Hi!

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Social Media
Conference **NW**
2008

The New Word of Mouth Marketing

September 10-11, 2008
Whatcom Community College
Bellingham, WA

blogs

vodcast

AdWords

social networking

Linked In



Word-of-Mouth Marketing has expanded from the town square to the digital village. The “buzz” about your business is now online, measurable, searchable, and permanent.

Come to learn how you can and why you must participate in the conversations that are your market.

- Explore how your business or organization can benefit from this marketing opportunity and take it to the next level
- Hear from leading social media marketing pioneers and practitioners
- Walk away with practical plans and resources

Created By:



Conference Overview

Wednesday, September 10th

- 1-1:45 p.m. Opening Keynote, So What Are the New Rules for Marketing?
- 2-2:45 p.m. Social Media by the Numbers; What the Research is Telling Us
- 3-3:45 p.m. Breakout Sessions *(Choose One)*
- 4-4:45 p.m. Business Reasons to Blog: One Company's Experience
- 5-5:45 p.m. Breakout Sessions *(Choose One)*
- 6-8:30 p.m. Social Time and Keynote Dinner *(Optional and additional charge)*

Keynote Dinner: A Night at the Museum



The Day the Music Died
 Matthew Dunn, Ph.D, Founder, Socratech
 What does the decline of the record business say about the impact of social media?

Record sales peaked in 2000, but declined by 30% in 2008. Yet more people have more recordings than ever, with over 150 million iPods sold, and countless personal computers stuffed with music tracks. Recording industry bodies blame—and sue—fans who “share” with peers and strangers for the decline. Is it that simple? The history-rich gallery of the American Museum of Radio & Electricity provides the perfect setting for this incisive look at the remaking of an industry.

Wed., 6-8:30 p.m., American Museum of Radio and Electricity, Cost \$49
 More information at www.socialmediaconferencenw.com
 (Vegetarian option on request)

Thursday, September 11th

- 8-8:45 a.m. What is the ROI—the Risk of Ignoring—When It Comes to Social Media?
- 9-9:45 a.m. Getting it Right: Marketing to the Social Web
- 10-10:45 a.m. Breakout Sessions *(Choose One)*
- 11-11:45 a.m. Washington Rock Stars in the Hot Seat!



Session Details

Speaker's bios and more in-depth information about the sessions at socialmediaconferencenw.com

Wednesday, September 10th

1-1:45 p.m. Plenary Session



Opening Keynote, So What Are the New Rules for Marketing?

James Sun, CEO & Founder, Zoodango and contestant on *The Apprentice*

So what are the new rules for marketing? Hear from a trail blazer, a thought leader and the quintessential entrepreneur. How does online word-of-mouth marketing differ from offline? It isn't about controlling your image, it is about participating in the conversation about it. Is there an ROI for social media efforts and how does a company get to that tipping point? Hear about new trends and developments just over the horizon.

2-2:45 p.m. Plenary Session



Social Media by the Numbers; What the Research is Telling Us

Mike Rich, Director Marketing Solutions, comScore

Over 188 million people in the U.S. go online each month, but how many of them are engaged in social media? comScore, an industry leader in online research, will provide an overview of the current social media landscape, including demographics, frequency of site visits, and time spent at websites. You'll learn what terms will lead clients to social media sites, how this impacts local business, and why Washington is unique in the social media scene. Get the facts and the stats at this valuable seminar.

3-3:45 p.m. Breakout Sessions



Public Relations 2.0—Who Are Your New Spokespeople?

Shari Storm, VP & CMO, Verity Credit Union

How do you decide who in your organization should speak on your behalf online? What kind of guidance should you give them? Perhaps most importantly, how do you monitor and modify what has been written? Hear advice from someone who has already blazed this trail. [#BC0-8F11](#)



Social Sector and the Social Media: Friend or Foe?

Tina Jani, Faculty, Business and Management Training Center at Bates Technical College

Non-profit organizations can benefit just as much as businesses when it comes to the social media sphere. Hear how social media can help non-profits be sustainable, enhance relationships with advocates, and attract new champions. Learn tips and techniques on how to use social media to engage the public in an authentic and meaningful dialogue that differentiates your organization. [#BC0-8F12](#)



Bullet Proof Your Organization for Social Media

Shari Burk and Matt Barnhart, Pivot Lab

Social media can dramatically dilute your company's image and create confusion for your audience. The best way to protect yourself is to create a strong and authentic brand foundation that reflects your company's core values. Is yours strong enough? Learn how to evaluate if your company is ready for social marketing and determine if your brand is strong enough to withstand a Web 2.0 world. [#BC0-8F13](#)



Q & A with James Sun, CEO & Founder, Zoodango

Have some burning questions for James? Want to learn more about zoodango.com? Interested in becoming a web entrepreneur? Or do you just want to know if Donald Trump is really that tough? Join James Sun in an informal Q&A based on his keynote address. [#BC0-8F14](#)



Time to Build A Blog (Beginner level)

Greg Marshall, Director, Community Education, Whatcom Community College

There's no magic to it, or even money needed to build a blog...all of the components are on the web and free. All you have to do is provide the content. Learn an easy process to build a blog, including naming it, adding articles, pictures and links, widgets, and information that can change daily automatically! Get ready to take your blog live with this hands-on class! [#BC0-8F15](#)



Business Models that Guarantee Profitability in E-Publishing

Bob Pritchett, President/CEO Logos Bible Software

Electronic publishing may mean no more ink under the fingernails, but some things never change: publishing is still highly speculative. This session will examine how a modern e-publisher reinvented this model for the web to ensure that every project is profitable. It will also explore an additional real-world model in which users transparently establish the price/demand curve. [#BC0-8F16](#)



Viral Marketing: Think Podcasting is Just for the iPod Owner?

Paul T. Pashibin, Sr. Systems Engineer, Digital Media Virtual Team, Apple Computer

Think again. This session will show how to use podcasting, vodcasting, crosscasting and other new communications technologies to get your messaging out and create a buzz around your product. Descriptions and examples of successful social networking/viral marketing campaigns will be dissected, as well as actual demonstrations of the technologies used to develop and deploy viral marketing solutions. [#BC0-8F17](#)

vodcast

podcast

4–4:45 p.m. Plenary Session



Business Reasons to Blog: One Company's Experience

Shari Storm, VP & CMO, Verity Credit Union

Hear lessons learned from the first corporate blogger in the financial industry. Verity Credit Union has been using a corporate blog to communicate with their stakeholders since 2004. Learn about the successes through this means of communications and the pitfalls they have encountered. Hear five pieces of solid advice for anyone considering the launch of a corporate blog.

5–5:45 p.m. Breakout Sessions



Bullet Proof Your Organization for Social Media, (Repeat)

Shari Burk and Matt Barnhart, Pivot Lab

Social media can dramatically dilute your company's image and create confusion for your audience. The best way to protect yourself is to create a strong and authentic brand foundation that reflects your company's core values. Is yours strong enough? Learn how to evaluate if your company is ready for social marketing and determine if your brand is strong enough to withstand a Web 2.0 world. #BC0-8F21



Time to Build A Blog (Beginner level) (Repeat)

Greg Marshall, Director, Community Education, Whatcom Community College

There's no magic to it, or even money needed to build a blog...all of the components are on the web and free. All you have to do is provide the content. Learn an easy process to build a blog, including naming it, adding articles, pictures and links, widgets, and information that can change daily automatically! Get ready to take your blog live with this hands-on class! #BC0-8F22



Using Google AdWords and Boost Your Online Marketing

Mark Lee, Partner/Creative & Marketing Director and

Doug DeVries, Partner/Production Manager, Big Fresh Media

Google is not only the most popular internet search engine, but a powerful marketing tool for your business. Hear how to create your own online ads to direct people to your website and choose keywords to attract the right audience. Learn how to set up, manage, and effectively use AdWords. #BC0-8F23



Public Relations 2.0—Who Are Your New Spokespeople? (Repeat)

Shari Storm, VP & CMO, Verity Credit Union

How do you decide who in your organization should speak on behalf of your organization on-line? What kind of guidance should you give them? Perhaps most importantly, how do you monitor and modify what has been written? Hear advice from someone who has already blazed this trail. #BC0-8F24



Viral Marketing: Think Podcasting is Just for the iPod Owner? (Repeat)

Paul T. Pashibin, Sr. Systems Engineer,

Digital Media Virtual Team, Apple Computer

Think again. This session will show how to use podcasting, vodcasting, crosscasting and other new communications technologies to get your messaging out and create a buzz around your product. Descriptions and examples of successful social networking/viral marketing campaigns will be dissected, as well as actual demonstrations of the technologies used to develop and deploy viral marketing solutions. #BC0-8F25



New to Social Media Marketing? Want Strategies to Begin? (Beginner level)

Kevin Hault, MBA, Certified Business Advisor,

Western Washington University's College of Business and Economics' Small Business Development Center

What do you want to accomplish with social media marketing? Learn a step-by-step process on how to align your organization's strategic goals with social media activities. This hands-on interactive program will guide you to the best use of resources and efforts. Set realistic initial goals. Walk out with an action plan that can help launch you online. #BC0-8F26



Social Sector and the Social Media: Friend or Foe? (Repeat)

Tina Janni, Faculty, Business and Management

Training Center at Bates Technical College

Non-profit organizations can benefit just as much as businesses when it comes to the social media sphere. Hear how social media can help non-profits be sustainable, enhance relationships with advocates, and attract new champions. Learn tips and techniques on how to use social media to engage the public in an authentic and meaningful dialogue that differentiates your organization. #BC0-8F27

6–8:30 p.m. Social Time and Keynote Dinner (Optional and additional charge)

Thursday, September 11th



8–8:45 a.m. Plenary Session

What is the ROI—the Risk of Ignoring—When It Comes to Social Media?

Paula Drum, VP Marketing of Digital Tax Solutions, H&R Block

H&R Block has had great success with their social media initiatives, and Kansas City-based Paula Drum will share the secrets to this success as she explains how social media can benefit any company of any size. Learn how ignoring this new form of marketing can actually hurt the bottom line of your company. Hear advice on how to get buy-in on social media programs from the decision makers at your organization.



9–9:45 a.m. Plenary Session



Getting it Right: Marketing to the Social Web

Ryan Turner, Associate Director of User Experience & Social Media Lead, ZAAZ

This intensive seminar will explain what to look for on the horizon as you scan the landscape of web social media, including what types of social media sites are on the web and what functions differentiate them from each other. Learn to develop a marketing plan that includes the most effective social media sites for your product or service. By “getting it right” with your social media choices, you will save time and money in marketing your product.

10–10:45 a.m. Breakout Sessions



Measuring Success: Goals, KPI's and Analytics for Social Media

Ryan Turner, Associate Director of User Experience & Social Media Lead, ZAAZ

So how do you measure your social media marketing? Learn to understand the differences in approach in measuring social media as compared to websites, how to measure engagement and show the ROI for social media efforts, develop a measurement strategy, identify KPI's (key performance indicators), and tie social media analytics to web channel and business goals. #BC0-8F31



Q&A with Paula Drum, VP Marketing of Digital Tax Solutions, H&R Block

Did you enjoy hearing the social media success story of H&R Block, but have questions about how to get started at your business or social media organization? Paula will share the nuts and bolts of the process in more detail as well as answer any questions you may have in this informal setting. #BC0-8F32



Use Video to Increase Sales, Build Your Brand and Engage Your Customers

Eric Grimstead, Business Advisor, Western Washington University's College of Business and Economics' Small Business Development Center

You may have watched a funny video online but did you know that it can also be a powerful marketing tool? Learn how to strategically incorporate this medium into your marketing plan. Hear ways to create valuable and relevant content, and how to track and control that content once it hits cyberspace. Make your web presence come alive and increase the bottom line with the power of video! #BC0-8F33



Building Online Communities. Creating and Nurturing Relationships that Matter to Your Business

Charlotte Jones, Product Manager for MSN Groups and Windows Live Events, Microsoft

Static websites are no longer enough to build relationships with customers using the internet. Web 2.0 and the growth of social networking have created exciting tools for businesses to find and communicate with customers on the internet. Businesses that aren't aware of these tools could be passing up opportunities to create a competitive edge and risk looking staid to an increasingly savvy and “social” internet population. Learn how to create the relationships that matter most to your business. #BC0-8F34



Bullet Proof Your Organization for Social Media (Repeat)

Shari Burk and Matt Barnhart, Pivot Lab

Social media can dramatically dilute your company's image and create confusion for your audience. The best way to protect yourself is to create a strong and authentic brand foundation that reflects your company's core values. Is yours strong enough? Learn how to evaluate if your company is ready for social marketing and determine if your brand is strong enough to withstand a Web 2.0 world. #BC0-8F35



Time To Build A Blog (Beginner level) (Repeat)

Greg Marshall, Director, Community Education, Whatcom Community College

There's no magic to it, or even money needed to build a blog...all of the components are on the web and free. All you have to do is provide the content. Learn an easy process to build a blog, including naming it, adding articles, pictures and links, widgets, and information that can change daily automatically! Get ready to take your blog live with this hands-on class! #BC0-8F36



Using Google AdWords and Boost Your Online Marketing (Repeat)

Mark Lee, Partner/Creative & Marketing Director and Doug DeVries, Partner/Production Manager, Big Fresh Media

Google is not only the most popular internet search engine, but a powerful marketing tool for your business. Hear how to create your own online ads to direct people to your website and choose keywords to attract the right audience. Learn how to set up, manage, and effectively use AdWords. #BC0-8F37

11–11:45 a.m. Plenary Session



Washington Rock Stars in the Hot Seat!

Bob Pritchett, President/CEO Logos Bible Software and Brett Allsop, Chairman/Co-Founder of Yapta and President of Allsop, Inc. with moderator, Matthew Dunn, Ph..D, Founder, Socratech

The conference finale reality show!!! Watch two leading executives from three global companies get hit live with hard questions about how social media has changed their businesses, resources, policies, and plans. This session incorporates the information discussed in the conference and much more.



Sponsorship

Platinum

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Gold



Silver



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Bronze

Animal Eye Care
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Donette Studios
Village Vets
Custom Closets

Who should attend?
This conference has been designed for small-to-medium businesses and organizations interested in learning how to use social media to generate revenue.

Registration Form

Attendee's Name Title Business or Organization

Mailing Address City State Zip Code

Phone Fax Email (Needed To Receive Updates)

To help our speakers understand the audience, please tell us:
Are you currently using social media in your business or organization? Yes No
Are you a business or non-profit organization? (Please Circle One)
What generation best describes you: Boomer, X, Y, other? (Please Circle One)

If a business, please fill in or circle:
How long have you been in business? _____ How many employees do you have? _____
Do you own your own business? Yes No

Please choose activities and method of payment:
Basic conference (includes all plenary and three break-out sessions)
\$198 for registration received before August 27, \$275 after August 27th.

Please identify the breakout sessions you want to attend so we can better accommodate you:
Wed, 3-3:45 p.m. # _____ Wed, 5-5:45 p.m. # _____ Thursday, 10-10:45 a.m. # _____

Keynote Dinner—\$49 (Space Is Limited) Vegetarian

Four ways to register:
(1) Browse www.socialmediaconferencenw.com
(2) Call Tami Eastwood, (360) 733-4014, ext.111 with credit card information
(3) Mail registration form (for each person attending with check or credit card information—no cash).
(Make checks payable to Western Washington University. Please do not send cash. Mail to: Small Business Development Center, Western Wahington University, 119 Commercial St., Suite 195, Bellingham, WA 98225-4455)

Credit Cards: (Circle One) VISA MasterCard

Name on Card Card Number V Number (on back of card) Expiration Date

Cancellation Policy
To cancel a registration, please contact us at (360) 647-3277 by August 10, 2008. You will be entitled to a full refund less \$25 administration fee. No refunds will be given after August 10, 2008.

Hotels
For information on rooms reserved, see "Hotels" on www.socialmediaconferencenw.com. We cannot guarantee a hotel room at the discounted rate after the cut-off date or if the room block is full.