



Social Media
ConferenceNW
2010

Evolving Marketing Conversations

March 25, 2010
McIntyre Hall Performing Arts
& Conference Center
Mount Vernon, WA

Register Today!

This event will fill quickly. Register early to reserve your seat!

Online: socialmediaconferencenw.com/registration and pay with VISA, Mastercard or purchase order.

Conference Fees

Full day conference includes 4 plenary presentations and 2 breakout sessions. Choices for breakout sessions, found at the end of this form, must be selected with your registration.

- \$198 Early Bird for TAG members and CEV clients*
- \$225 Early Bird for others*
- \$275 after March 11, 2010

*Early Bird rates apply if you register by 5 p.m. March 11, 2010.

Mail to:
Center for Economic Vitality
Attn: Jenny MacQuarrie
119 N. Commercial St. #195
Bellingham, WA 98225
Include check (no cash!) payable to
Western Washington University.

Mail-In Form

Registrant Information

First Name _____ Last Name _____

Job Title _____ Company/Organization _____

Address Line 1 _____ Address Line 2 _____

City _____ State _____ ZIP _____ Country _____

Day Time Phone (____) _____ Alternate Phone (____) _____ Extension _____

E-mail _____ Twitter Name _____

- Lunch: Check if you would like to request a vegetarian meal.
- I agree to receive updates about this conference.

Are you completing this form on behalf of another person? If so, please enter your name, phone, and e-mail so that we may contact you if necessary.

Name _____ Phone (____) _____

E-mail _____

- I agree to receive updates about this conference.

To help our speakers better understand the audience, please answer this brief survey of 12 questions:

How did you hear about us? _____

Are you currently using social media in your business or organization? Yes No

If yes, please select all social media platforms you are currently using:

Facebook Linked In YouTube Twitter Other _____

How do you use social media? Personal Use Business/Organizational Use

Do you use a Smart Phone? Yes No

If yes, which type?

iPhone Blackberry Palm Pre Android Windows Mobile

Which group best describes you?

Boomer Gen X Gen Y Other _____

Please select the category that best describes your business or organization:

- First Stage Company (less than 10 employees)
 Second Stage Company (10–99 employees; usually more than 3 years in business; usually 1 million in sales)
 Third & Fourth Stage Company (more than 100 employees)
 Other _____

Do you own your own business? Yes No

How long have you been in business? _____

How many employees do you have? _____

Are you a technology company? Yes No

Additional Comments: _____

Choose only one session each from both the morning and afternoon breakouts listed below:

Morning Breakout Sessions (you must choose one):

- Social Media 101***, Derek Johnson #BS1001
 Listening is an Act of Love—The Importance of Listening To Your Customers, Warren Sukernek #BS1002
 Online Video as Part of Your Social Media Strategy, Aaron Booker #BS1003
 Don't Throw Out the Baby with the Bath Water, Matt Barnhart & Shari Burk #BS1004

Afternoon Breakout Sessions (you must choose one):

- Social Media: Your Secret Weapon in Combating Negative Feedback***, Bonnie Southcott #BS1005
 Blogging, Tweeting & Revenues: But Really, Who Has the Time? Anne-Marie Faiola #BS1006
 Trust Drives Transactions, Marty Yaskowich #BS1007
 If You Build It, They Will Come... Not Quite. Keys to Successful Corporate Blogging, Ethan Yarbrough #BS1008