



CHICAGO AMA
FOR MARKETING PROFESSIONALS

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Event Details

WHAT:

Social Media in Action: Strategies to Give Your Brand a Voice in the Digital Age

WHEN:

Tuesday, March 23, 2010
5:30 - 6:30 pm -
Registration &
Networking
6:30 - 8:30 pm - Event

WHERE:

University Center
Conference Chicago
525 South State Street,
Chicago, IL 60605
[Map](#)

Registration Rates: Rates

AMA Member: \$50
Non-Member: \$70
DePaul Student /
Faculty: \$50
(call the hotline for
discount pricing)
For groups of 5 or more,
call for discount pricing

Bundled registration rates:

Register for both Social
Media in Action
and [Power Lunch](#) for
less!
Call the hotline for these
bundled rates:
AMA Members: \$70
Non-Members: \$105

Join the Conversation:

Twitter Hashtag:
#socialAMA
Facebook:
<http://bit.ly/cdC4Gv>
LinkedIn:
<http://bit.ly/9OUM6y>

- Ready to jump on the social media bandwagon?
- Thinking of ways to accelerate your speed to go viral across a larger audience?
- Worrying your brand is not getting enough attention in this hyper-fragmented and clustered age of message explosion?

Then you should join us on **March 23rd!**

Facebook, Twitter, blogs, word of mouth, mobile - where do you start, how do you participate and how can these activities be tracked and measured? The marketing landscape has changed dramatically. Do not surrender to common pressures to jump blindly into using social media - rise above mere tactics and start with strategy, not technology.

Join us for [Social Media in Action](#), Strategies to Give Your Brand a Voice in the Digital Age - The premier Chicago American Marketing Association event focused on social media strategy. You'll learn about the perfect balance of strategy development and participation, plus hear real world cases of successful implementation and measurement.

So get ready to put social media into action - but first, make a plan, *with us!*

Spaced is limited and filling up fast, [register](#) now and secure your seat today!

Follow our speakers on Twitter today! Get more insights even before the seminar starts.

David Armano - Senior Vice President at Edelman Digital
[@armano](#)

David Armano is currently a senior vice president in the digital group at Edelman. He is both an active practitioner and thinker in the worlds of digital marketing, interaction design, and the social web. Author of the popular Logic + Emotion blog, he has been invited to speak at

Event Partners:**Chapterwide Sponsors**

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events hosted by organizations such as Google, Microsoft, O'Reilly and Ad Age.

Alecia Dantico - Director of Social Media, Garrett Popcorn
[@danticoa](#) and [@garrettpopcorn](#)



Alecia Dantico has extensive experience with cross-platform interactive strategy, digital marketing/communications, and Web development. Her experience includes both B2B/B2C and C2C in start-up, agency, and in-house environments, with a special emphasis on transactional eCommerce applications and word-of-mouth marketing.

Also on ChicagoAMA.org...

CURRENT EVENTS: RSVP for the **February 25 Power Lunch** event and get the **bundled registration rates** when registered with **Social Media in Action!**

MEMBERSHIP DRIVE: Check out our exciting newly launched initiative **Group Membership Program** and **save more than 30% off regular Chicago AMA membership dues** for you and your colleagues **if your organization has four or more individual members!**

Join the conversation online.



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