

BAY COUNTY CHAMBER OF COMMERCE PRESENTS  
PUBLIC RELATIONS IN A SOCIAL MEDIA WORLD  
TRAINING SEMINAR

Wednesday, August 18, 2010  
Registration: 8:30 a.m. • Seminar: 9 a.m. - 12 p.m.  
FSU Panama City - Holley Center  
\$25 chamber members • \$35 non-members

The goal of this half day seminar is to create a strategic approach to public relations in a social media world. Social media is making deep roots into everyone's lives including the way business is done. It has started impacting businesses in such a way that no company, big or small, can afford to ignore it!

**TOPICS:**

- **Creating A Social Media Ethics Policy For Your Employees** - Most employees don't understand that the ethics and compliance rules that apply in the physical world follow them into the virtual world regardless of whether they're at work, home, or anywhere else they may be connected. Learn the risks and how to create an ethics policy to protect your organization's brand, reputation, bottom line and employees. *Presented by: Chris James, American Business Technology*
- **Bridging The Gap: Combining Traditional Advertising With Social Media Marketing** - Learn how your company can combine social media marketing efforts with the traditional advertising you are currently doing to create a synergy in your marketing efforts and increase the overall impact. *Presented by: Jason Koertge, CyberSytes*
- **Crisis Management In A Social Media World** - Responding to a crisis promptly is an important part of any business. Social media has added new meaning to spreading news and information. Learn how to make social media an integral part of crisis management planning for any organization. *Presented by: Stephanie Youngblood, CyberSytes*

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Northwest Florida Coast Chapter



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- Includes two participant slots

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For more information contact Crystal Shuller at 850.215.3755 or crystal@baychamberfl.com. Fax registration to 763.6229. Registration deadline is Friday, August 13. No refunds on cancellations after August 16. Space is limited. All topics conducted by experienced professionals in the field.