

POWER to the PEOPLE

April 23, 2013 • Jacksonville State University

Agenda

- 8:00 a.m. Registration & networking
- 8:30 a.m. Welcome by JSU President Dr. Bill Meehan
- 8:45 a.m. Mack Collier-
The Power of Word of Mouse: Understanding How and Why Your Customers Are Using Social Media and What It Means For Your Brand
- 10:15 a.m. Break
- 10:30 a.m. CK Kerley-
The Mobile Revolution: Breakthrough Possibilities, Opportunities and Innovations For Today's Brands
- Noon Lunch
- 1:00 p.m. CK Kerley-
Creating Mobile Magic: A World of New Tools for Today's Marketers
- 2:30 p.m. Break
- 2:45 p.m. Mack Collier-
Think Like a Rockstar: How to Build Fans and Community Around Your Social Media Efforts
- 4:15 p.m. Conference concludes
- 4:30 p.m. Networking Reception (Optional, but highly recommended!)
- 5:30 p.m. Reception concludes

Ready to Register? Call 1-800-634-7199!

Course Descriptions



Presented by
Mack Collier

Visit Mack Online
www.mackcollier.com

The Power of Word of Mouse: Understanding How and Why Your Customers Are Using Social Media and What it Means For Your Brand

Facebook now has over 1 Billion registered users. Twitter adds 1 million new accounts every day. The impact that social media has had on how we connect and communicate with each other over the last few years is undeniable. This change in how we communicate with each other via these social tools creates a unique marketing opportunity for your brand, as well as a potential headache.

In this informative 90-minute workshop you will learn:

- How your customers are using social media, and for what reasons
- How to connect with your customers via social media channels in ways that create value for them (and sales for your brand!)
- The three ways you can create content that resonates with your customers and builds engagement and brand loyalty
- How to get started creating a social media strategy for your brand, and how to set your goals and track your strategy's effectiveness

Think Like a Rock Star: How to Build Fans and Community Around Your Social Media Efforts

Rock stars can teach us a lot about how to interact with fans and communities. With case studies from both the music industry and business examples, this workshop will teach you:

- The four key things that rock stars do to create fans and how you can do the same with your social media efforts
- The keys to building a vibrant community around your social media efforts
- The importance of 'fishing where the fish are' when you're trying to build awareness
- How to create content that taps into the 'Bigger Idea' that's more relevant and exciting to your customers



Presented by
**Christina
"CK" Kerley**

Visit CK Online
www.allthingsCK.com

The Mobile Revolution: Breakthrough Possibilities, Opportunities and Innovations For Today's Brands

With 6 billion mobile subscriptions worldwide, 25 billion apps downloaded in 2012 and 200,000 text messages sent each and every second, a mobile revolution is sweeping the planet at an unprecedented, unbelievable pace. Without question, mobile now touches every single facet of our lives—across the way we live, work, communicate and buy. And now that people have their smartphones with them every second of every day, brands can now be at their center of their experiences. But what does this sweeping revolution mean for your brands and businesses? Mobile marketing expert and powerhouse speaker Christina "CK" Kerley will illuminate the possibilities, opportunities and innovations of a world undergoing a most unique mobile revolution.

Creating Mobile Magic: A World of New Marketing Tools For Today's Marketers

Mobile's varied and various tools enable today's marketers to transform the ways that they engage their customers and outsmart their competition. But what tools are now available to you and how are businesses using them? In this session, Christina "CK" Kerley will show you many new tools—across mobile websites, QR codes, SMS campaigns, mobile apps, augmented reality, mobile gamification and much more—that will spur your thinking around strategies that you can start enacting to begin reaching, communicating and engaging your customers.

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