

New Economy New Rules Series - Social Media Effectiveness: Case Studies

DATE

January 11, 2013

What: New Economy New Rules Series - "Social Media Effectiveness: Case Studies"

When: January 11, 2013 (NOTE: This is the 2nd Friday of the month) |

[Register Today!](#)

You might think you're doing okay with social media. You have a company Facebook page and a Twitter account, and you're using Instagram and Pinterest to share photos. But do you have a strategic plan in place guiding your content? Do you know if your social media efforts have had a positive impact, or any impact at all on your employee recruitment, brand perception or sales?

Join us on January 11, 2013 – one week later than usual due to the holidays – for a New Economy New Rules panel discussion about social media effectiveness. From major brand, billion dollar corporations to state and local political campaigns, our featured subject matter experts will share their insights and experiences building, executing and measuring the effectiveness of strategic social media.

Have questions you would like to pose to our panelists before the event? Feel free to comment and discuss on TechPoint's Facebook wall (www.facebook.com/techpointind) and we'll include the content as part of the live discussion at the event.

Speakers: David Galvin, Principal at Polimark, LLC; Joshua Towns, Founder and CEO at CivicResound; and Kyle Lacy, Senior Manager Content Marketing & Research at ExactTarget.

Event Duration: 8 a.m. - 9:30 a.m. (ET) | 8 a.m.: Registration and continental breakfast | 8:30 a.m.-9:30 a.m.: Presentation

Live event location: Barnes & Thornburg LLP | 11 S. Meridian St. | Indianapolis, IN

This event will be broadcast LIVE to other Barnes & Thornburg offices in Elkhart, Fort Wayne and South Bend; sometimes available in Barnes & Thornburg offices in Chicago, Grand Rapids, Washington D.C., Atlanta, Minneapolis and Columbus. Also cooperating facilities in Evansville, Hammond, Merrillville, Muncie, Scottsburg, Terre Haute and West Lafayette.

Registration: To register for this event, please send your name and contact information to Jodie Daugherty at btrsvp@btlaw.com or call 317-261-7922. When registering, please indicate the location you'd like to attend. If you register but are unable to attend this event please notify Jodie Daugherty at jodie.daugherty@btlaw.com.

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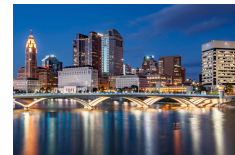
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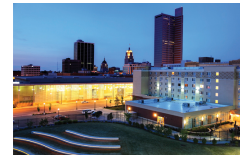
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Cost: There is no charge to attend this event but registration is required.



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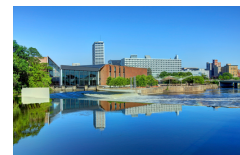


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