



**Business and
Professional Women
of Phoenix**
present

DIVE into Social Media

Symposium

Saturday, October 17, 2009

7:30 am - 12:30 pm

Continental Breakfast to be Served

Embassy Suites

1515 N. 44th Street • Phoenix, AZ 85008
(SE Corner of 44th St and McDowell)

Registration cost: \$39 / \$29 if paid by Sept 19th

Visit us online at www.bpwphoenix.org to pay by credit card
or mail checks payable to Phoenix BPW

P.O. Box 55208 • Phoenix, AZ 85078

On event day Oct 17th, 2009, payments by cash or check only,
if space is available

For more information,
please contact Gretchen Crates 602-614-0014



This event introduces YOU to social media, with the nuts and bolts about how to start and how to gain from using social media. Learn how you can use social media to find **new customers** and **generate business leads**. Join us to find YOUR way in the new and exciting world of social media!

Acclaimed Speakers

**Tyler Hurst, VP Social Media •
Amanda Vega Consulting**

Tyler Hurst is a 30-year-old consultant who serves as VP of Social Media for the Phoenix-based Amanda Vega Consulting, the oldest Social Media Management agency in the world. His client work consists of showing small, medium and large companies how to use digital tools to better communicate with their customers, especially how to create and manage social media plans. He is also co-authoring a paper on leadership and new media with an economics professor at Brooklyn College. If you ever need to get a hold of him, he's on Twitter. All the time. www.amandavega.com

Jay Thompson, Broker • Thompson's Realty

Jay utilizes no traditional real estate prospecting or marketing. Instead, he uses the Internet, social media and networking, and blogging to attract and retain clients and market properties. Active on social media sites such as LinkedIn, Twitter, and Facebook, Jay has taken social media and networking to new levels. These tools allow Jay to reach across the world and develop relationships with both real estate professionals and consumers.

<http://www.thompsonsurealty.com>