

SEPTEMBER 2012



# Leveraging Social Media

## *Social Media's Impact on Business Expansion, Recruitment, Sales & Marketing, and More*

Organizer

**Alicia A. Sutton**, USHealthConnect, Inc.

Presenter

**Ryan Barbera**, President, Unleashed Technologies LLC

Social media is more than sharing pictures of babies and cats. It is how your prospects, customers, and current and future employees can engage with you online and research your brand. Join us for a discussion on how businesses are using social media today, and learn how you can use social media outlets to build your business and recruit and retain talent. Key topics to be discussed include:

1. Social media trends: What they really mean for your business
2. How to leverage social media for recruitment/retention
3. Exploring buying patterns: How people are buying today and how you're being judged
4. Deciding which social media outlet is right for you
5. Practical tips for getting started now



### ABOUT OUR PRESENTER

**Ryan Barbera** is President of Unleashed Technologies LLC. He has more than 12 years of sales and management experience. Moving into the advanced technology arena in 1999, Ryan has developed strong relationships and leadership in the areas of datacenter, hosting, cloud computing and development throughout his career, with an added expertise in the use of social media for business expansion.

Ryan has been successful growing sales and marketing departments in just a few short years. He has also successfully led the expansion of the business into other regions and geographies. Ryan has developed several key strategic marketing initiatives and campaigns including a highly successful online marketing campaign, a channel partner program and multiple networking trade shows. These initiatives have continued to expand his reputation as an innovator and expert in advanced technology areas, and he is a well-known thought leader on the subject of social media and technology.

CXO Forum 12-13 SERIES

JOIN US!

THURSDAY,  
SEPTEMBER 13,  
2012

7:30am to 8:00am  
Networking and  
Continental Breakfast

8:00am to 9:00am  
CXO Forum  
Panelist(s) Presentation

9:00am to 9:15am  
Burning Issues

*Discuss your specific  
issues and challenges  
with colleagues and  
fellow CXO members*

Location  
Cherry, Bekaert, &  
Holland  
1934 Old Gallows Road  
4th Floor  
Vienna, VA 22182  
703-506-4440  
For directions, visit  
[www.CXOForum.com](http://www.CXOForum.com)

Bring a Guest!

[www.CXOForum.com](http://www.CXOForum.com)

Volunteer for a Committee

CXO Forum

FOUNDING PARTNER



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## Mark Your Calendars!

The new CXO Forum season is upon us! Mark your calendars now for exciting topics and expert presenters. And join us as we explore business interests that help CXO Forum members grow their enterprises.

### Today's presentation

**Leveraging Social Media**

**September 13, 2012**

### Upcoming presentations

Making Technology Your Best Friend	October 11, 2012
Talent Recruiting and Retention, Part 1 Working Environment and Subject Factors	November 8, 2012
Building and Using an Advisory Board	December 13, 2012
Talent Recruiting and Retention, Part 2 Creative Compensation Plans	January 10, 2013
Department of Labor Issues and Compliance: Contractors, Employees, Interns	February 14, 2013
Building a Sales and Marketing Organization	March 14, 2013
The Art of Networking	April 11, 2013
Tax Laws for Small Business	May 9, 2013
Financing Growth: Sources and Types of Capital to Build a Company: Debt vs. Equity	June 13, 2013

### ABOUT CXO FORUM

**CXO Forum** was founded in 2004 as a monthly gathering for CEOs of growing and mid-sized companies. The CXO offers C-level executives a safe haven where peer-to-peer discussions of ideas and solutions can take place in an environment of collaboration that builds collegiality. Membership is by invitation only, and attendance at the monthly sessions ranges from 20 to 40 CEOs, a size that nurtures bonding because the group is intimate enough to facilitate the forming and growth of strong relationships, both professional and personal. Over time the camaraderie and

### JOIN THE CXO FORUM DIALOG!

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