

SEPTEMBER TOPIC ▶▶

How to Practically Apply Social Media Concepts

Organizer

Alicia A. Sutton, Executive VP/Chief Strategy Officer, **Omnia Education**

Presenter

Michael Spinosa

Chief Executive Officer

Unleashed Technologies, LLC

The evolution of Social Media shows that it is now in its next evolutionary phase – and it has become a marketing staple and a requirement for growing businesses. Understanding its practical use, how to manage it, and where it is heading will define your company's effectiveness in attracting new talent, gaining market insight, and evaluating brand reputation. Key topics to be discussed include:

1. What is the practical purpose for Social Media in a B2B environment?
2. What is the commitment to a successful social media presence?
3. What tools are top performers in a "sea of options"?
4. How can you reach more people with technology automation leveraging Social Media?
5. What role does Social Media play in today's business landscape?
6. Is there a way to track metrics and the value of Social Media effort?

ABOUT UNLEASHED TECHNOLOGIES

Since its founding in 2007, Unleashed Technologies has grown more than 150%-200% per year. Lead by CEO **Michael Spinosa**, Unleashed Technologies brings a results-oriented model to the Web and helps businesses nationwide get the most out of their Web presences utilizing powerful web engagement platforms.



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CXO Forum 11-12 SERIES

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THURSDAY
SEPTEMBER 15
2011

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

CXO Forum

FOUNDING PARTNER



STRATEGIC PARTNERS



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Neal G. Koller

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2011-2012 CXO FORUM PRESENTATIONS AND ACTIVITIES.

- 9/15/11 How to Practically Apply Social Media Concepts
- 10/13/11 Financing Growth: Debt vs Equity
- 11/10/11 ABC's of Employment
- 12/8/11 CXO Outreach Program
- 1/12/12 Update on the Regional Economy
- 2/9/12 Executive Compensation: A Renewed Interest in ESOPs
- 3/8/12 Corporate Image, Reputation and Damage Control
- 4/12/12 CXO Roundtable
- 5/10/12 Tax Laws for Small Business
- 6/14/12 M&A: Due Diligence and Valuations



CXO Forum Events Draw Professionals to Engaging and Dynamic Presentations on Key Issues in Business

JOIN IN THE DIALOG!

The growth of this dynamic networking forum relies on our members. We welcome all volunteers! Please call:

Neal G. Koller

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