



**DMANC is now part of the DMA National Affiliate Network**  
Our next presentation is on:

**Tuesday, January 26, 2010**

Registration: 10:30 - 11:00  
Case Study 1: 11:00 - 12:00  
Case Study 2 + Lunch: 12:15 - 1:30  
Case Study 3: 1:45 - 2:45

**Location: Crowne Plaza Hotel**  
1177 Airport Blvd,  
Burlingame, CA 94010

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## 3 Social Media Best Practices Case Studies - In 3 Hours (plus lunch!)

Please join us January 26, for three case studies that will help you understand today's Social Media best practices and how they can be applied to your company.

### **Case Study 1: From Pioneer to Practice: How Intel's Social Media Evolved from an Experiment to Everyday Practice**

Intel has always been a company known for risk-taking, and its award-winning social marketing efforts are no exception. Since launching online communities and blogs several years ago, Intel's social media marketing approach has evolved significantly, mostly through trial and error. Join **Ekaterina Walter**, Intel Social Media Strategist, to hear some of the lessons Intel learned along the way.

### **Case Study 2 + Lunch: It's Not the Platform, It's the Content: A Practical approach to Social Media from Ariba**

To reach customers and prospects, it's all about content. The right content, at the right time...via the right platform. So, what's the right platform? In this session, **Christelle Flahaux** and **Justin Fogarty** of Ariba will discuss how social media and email complement one another....and they'll share some of the pioneering Social Media strategies they've developed to build webinar and live event attendance.

### **Case Study 3: Keeping Authenticity in Your Social Media: Case Studies from Current TV, Ford, and Zappos**

Many marketers today are looking at social media as a checklist. Twitter account? Check. Facebook fan page? Check. YouTube Channel? Check. Social media campaigns fail every day because marketers do not understand that social media is about attitude and authenticity. **Amanda Zweerink**, Director of Online Communities, at Blurb.com, will help you honestly evaluate your Social Media plan, and then discuss what staffing or other changes you might need to make it succeed in your company.

(Please use one form per person) Join today at [www.dmanc.org](http://www.dmanc.org)

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#### EVENT FEES:

**January 26, 2010 3 Case Studies and Luncheon:**  
Mktg. Student/Instructor  \$40pp Member  \$75pp Non-Member  \$95pp

If you do not have a current membership, the non-member rate will be charged. No shows will be billed. Cancellation Policy: E-mail or fax us; then full refund until one week prior to event.

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