



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

Wednesday, July 15, 2009

2:30 - 3:00 Registration & Networking
3:00 - 5:30 Afternoon Seminar
5:30 - 7:30 Wine Mixer & Dinner

Location: Bay Café
1875 Embarcadero Road
Palo Alto, CA 94303

DMANC serves every level of marketing manager that understands the **Power of Direct** in all its forms. Improve your business, your career and build your personal network of important people. Join today at www.dmanc.org

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Wine, Dine and Learn Something Sublime: DMAnc Summer Networking, Career Building, & Dinner Event

Join us as Carmen Hudson, Senior Manager, Talent Acquisition at Yahoo, Inc, shares her expertise on the use of Social Media.

Afternoon Workshop:

Effective Job Hunting Through the Use of Social Networking Websites

In recent months, social media has emerged as a powerful tool to find new opportunities and network with potential employers. Take a journey through the world of tweets, "random things" and mobile apps to discover the newest job search and professional development tools. Learn how to use sites such as LinkedIn, Facebook and Twitter to develop professional networks, manage your personal brand and tap into hidden communities. You will also learn how to develop profiles that get attention from corporate recruiters and hiring managers, and how to make impactful connections with influencers. We will explore the special features that will give you competitive advantage and reveal how corporate recruiters leverage these sites to find top candidates.

Wine Tasting, Networking and Dinner Keynote:

25 Random Things About Social Networking ... How It Is Affecting Your Company

Enjoy fine wine and networking, followed by a dinner keynote where Carmen will discuss 25 Random Things about Social Media and How It Affects Your Company.

In January 2009, a social media phenomena swept the internet. With unprecedented speed and penetration, Facebook users shared "25 Random Things" about themselves. This interactive talk will explore the roots and implications of 25 Random Things, and how social media trends such as viral video, flash mobs and microblogging captured the imaginations of millions of users in a short time. Using multimedia examples, Carmen Hudson will explore how companies have leveraged these tools to build brand awareness, market products, hire employees and provide customer support.

Speaker: Carmen Hudson, is currently Senior Manager, Talent Acquisition at Yahoo! She leads a team focused on the strategic application of sourcing programs, including event recruiting, employee referrals, employer branding and sourcing skill development. Her passion includes exploring social media strategies, including targeted network development, open social networking strategies, microblogging, and Web 2.0 applications. She has presented at industry conferences and seminars, and writes a popular blog about recruiting and marketing, Peopleshark (<http://people-shark.blogspot.com/>)

Wine sponsor: Guglielmo Winery, Morgan Hill, CA



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EVENT FEES:

July 15, 2009, Wine Tasting & Dinner Only:

Mktg. Student/Instructor \$30pp Member \$55pp Non-Member \$75pp

July 15, 2009, Afternoon Workshop, Wine Tasting, Dinner:

Mktg. Student/Instructor \$30pp Member \$115pp Non-Member \$140pp

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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