

SOCIAL MEDIA AND ADMISSIONS STRATEGY

MANAGING CONTENT, COMMUNITY
AND CONVERSATION

July 15, 2010 :: 1:00 – 2:30 p.m. EDT



ACADEMIC · IMPRESSIONS

WEB CONFERENCE

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OVERVIEW

Social media websites provide a venue for dialogue between your institution and prospective students. But what makes a good conversation and how do you get started? While many admissions offices are using social media websites to help attract, recruit, and enroll students, many struggle with systematizing content updates and analyzing results.

Join your colleagues online to explore techniques for managing, refreshing, and monitoring content on your social media sites for optimum results. Learn tips and techniques for how you can establish a vibrant social media presence and monitor the content to show real results.

WHO SHOULD ATTEND

This webcast is designed for professionals who have an advanced knowledge of social media strategy and are seeking techniques for improving content management strategy.

INSTRUCTOR



Fritz McDonald, Vice President of Creative Strategy, Stamats, Inc.

Fritz has more than 20 years of experience as a professional writer, editor and creative strategist. At Stamats, Fritz has created marketing communications, digital strategy, and branding programs for institutions across the country. He has an extensive background in creative strategy and social media and is a frequent presenter on this topic.

LOGGING IN TO THE WEBCAST

After registration, each registrant will receive a confirmation of payment or an invoice, depending on method of payment. Each registrant will also receive an email with appropriate login information and more information regarding the event a few days prior to the start of the event. The day of the conference, you will receive another email with the same information. To participate, you will need a computer with a high speed internet connection. You will have the option to receive audio via your computer speakers or telephone.

WHAT IS A SINGLE SITE CONNECTION?

A site connection allows a single connection to the web conferencing software and teleconference. We encourage you to set the event up in a conference room or classroom from a single computer in order to allow multiple stakeholders from your campus to participate. Remember, as long as only a single computer connects, you can bring as many people as you want to the event. Because there are no travel expenses and only a single registration fee is required, each additional participant lowers the cost per person significantly. Purchasing a site connection and inviting everyone involved in a particular topic is a great way to provide cost-effective professional development. Please note that you will have the option to receive audio via your computer speakers or telephone.

If for any reason a relevant stakeholder cannot co-locate for the session, we encourage you to include that person by purchasing an additional connection at the reduced fee of \$195 per session. This will ensure that every member of a team receives the same relevant, timely information in the most efficient way. If an interested party cannot participate at the designated time, or if someone would like to view the presentation again, an archived copy of the event will be available for 60 days. If you have any technical or purchasing questions, please contact us at 720.488.6800.

Explore techniques for managing, refreshing, and monitoring content on your social media sites for optimum results.



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REGISTRATION FORM

Make the most of the presentation: invite your whole team to participate from a single location at no additional cost.

Questions about the event? Call us at 720.488.6800 to help determine if this event is right for you.

Register online at www.academicimpressions.com

REGISTRATION FEES

Postmarked on or before July 8, 2010

Single Site Connection: Social Media and Admissions Strategy: Managing Content, Community and Conversation _____ \$350.00 USD

Additional Site Connection: Social Media and Admissions Strategy: Managing Content, Community and Conversation _____ \$195.00 USD

(After July 8, 2010 an additional \$75.00 fee for the first connection and \$50.00 fee for each additional connection applies)

Registrants receive a 50% discount on a CD recording of this session. Please send me the CD _____ \$175.00 USD

Can't attend the live session? Please send me a CD recording of this webcast _____ \$350.00 USD

Total amount enclosed or to be charged \$ _____

How did you hear about this event? (email from AI, colleague forwarded email, *The Chronicle*, etc.): _____

WEB CONFERENCE REGISTRATION INFORMATION (PLEASE PRINT CLEARLY)

Name _____ Job Title _____

Institution/Organization _____ Address _____

City _____ State/Province _____ Zip/Postal Code _____ Country _____

Telephone _____ Fax _____ Email _____

(Additional contact information for registration confirmations and pre-conference communication.)

Additional Contact Name _____ Additional Contact Phone _____

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