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## **05-21-2013 - Environmental Business Council Rhode Island Chapter to hold social media program on May 21st**

May 16, 2013 - Front Section

Environmental Business Council Rhode Island Chapter will hold a program, "Incorporating Social Media into Your Marketing Plan - An Introduction to Connecting, Tweeting, Friending and Blogging" on May 21st. The event will be held from 7:30 a.m. to noon at Adler Pollock & Sheehan P.C. offices, One Citizens Plaza, 8th floor.

Social media has become an instrumental marketing tool to professionals in every business sector and is changing the way that businesses talk about their work and their products. This EBC Rhode Island Chapter program will take a look at how Rhode Island businesses, including those in the environmental arena, are integrating social media into their marketing mix. Speakers will address the reasons for incorporating social media into a marketing plan, discuss issues surrounding the development of corporate social media policies and offer tips for creating personal social media marketing plans. Speakers will also discuss the leading social media platforms, including LinkedIn, Twitter and Facebook, as well as blogging.

The program chair will be Kristen Sherman, partner, Adler Pollock & Sheehan.

Speakers will include:

- \* Jamie Haslett, marketing program manager, ESS Group, Inc.;
- \* Nancy Jean, senior media relations officer, social media, Lifespan Marketing & Communications;
- \* Laura Meade Kirk, associate director of communications, Rhode Island College;
- \* Brian Lamoureux, Esq., Pannone, Lopes, Devereaux & West, LLC;
- \* Jamie Palmer, president, Outlier Marketing, LLC; and
- \* Gregg Perry, The Perry Group.

Additional speakers to be announced.

Registration and Continental Breakfast: 7:30 a.m. - 8 a.m.

Program: 8 a.m. - Noon

Registration Fees:

EBC Members - \$65

Non-members - \$95

Government/Non-Profit - \$25

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