

The Business Face of Social Networking
How Online Communities Can Affect Your Business
AIC Meeting in conjunction with SIP on September 29, 2008



Social networking has revolutionized the way we communicate and share information with one another in today's society. Various social networking websites are being used by millions of people everyday on a regular basis and it now seems that social networking is a part of everyday personal and business lives. Two veterans of the Industry will discuss "Can Social Networking (such as facebook, linkedin, youtube, meetup) helps you build your business?"

- Social Networking Sites in the context of Web 2.0
- Types of Social Networking Sites
- Your reputation precede your business
- Be careful of digital dirt
- How businesses are using Social Networking Sites & Service.

PRESENTERS



Alexa Clark is a serial entrepreneur, photographer and social media addict. She started blogging in 2002, with TheApprenticeBlog.com - a reality-TV blog based on the hit NBC show which she sold on eBay after 5 seasons. She founded Ellipsis Interactive Consulting - one of Canada's first exclusively New Media focused talent agencies. Alexa is currently the Managing Partner at Plethora Press a micropublishing company publisher of Cheap Eats Restaurant Guide. Find her blogging on OneDegree.ca, ceto, ceot and alexaclark



Max Haroon, AIP is the founder and president of the Society of Internet Professionals and a social entrepreneur. He has been involved in the Information Technology (IT) industry in various sectors, including the Internet and IT Training for over 35 years. He has completed many consulting assignments, forging alliances, as well as initiating various entrepreneurial enterprises. His work has spanned many countries and resides in Toronto. Max is a Search Engine Optimization (SEO) and e-Marketing specialist. He has established Friends of Heart, a meetup.com group focusing on mind, body and soul.

DATE AND TIME

Monday, September 29, 2008 at 7:30 pm (registration at 7 pm)

LOCATION

Novotel Airport Hotel, 135 Carlingview Drive, Toronto

FEE

SIP and AIC members \$10. Guests \$25

REGISTRATION & DETAILS

<http://www.sipgroup.org/symposiums/>

INQUIRIES

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Network with Your Peers and members of other associations