

Calgary Social Media Breakfast



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Social Media Breakfast Calgary Presents Speakers from CAPP and Corpen Group Inc.

Tony Rino of CAPP will present along with John Larsen and Greg Vanier of Corpen Group Inc. at our 13th breakfast, December 16th, 2010 at a convenient downtown location

CALGARY, ALBERTA--(Marketwire - Dec. 8, 2010) - Social Media Breakfast Calgary is proud to present this month's three guest speakers: Tony Rino, Advisor, Web Communications with CAPP, and Corpen Group's Principal John Larsen and Greg Vanier, Consultant.

Tony Rino will be speaking about how corporate web strategists can use old web challenges to engage their companies in social media.

One of the biggest challenges corporate web strategists face is convincing their companies to implement new web strategies. The challenges aren't new, but the strategies are. This presentation will focus on how web strategists can help their company better understand the social web. It's our responsibility to educate, while being humble enough to realize that not everyone is a web guru! This presentation will examine past web history like older web 1.0 "usage" policies, and compare that to social media 'engagement' policies, including a few examples of corporate social media engagement.

John Larsen and Greg Vanier will be discussing the use of Social Media in Crisis Communications.

While the integration of social media tools in standard public relations practices is becoming increasingly common, crisis communications is an important, and often overlooked, component. As the world literally watches crisis after crisis break or unfold on Twitter, YouTube and Facebook, it has become evident that an organization's social media response can make or break their corporate reputation.

This presentation will explore social media's influence on the traditional crisis communications model and key considerations every organization must explore. Corpen Group is an independent communications consultancy specializing in crisis & risk communications, issues and reputation management and media management and training.

Event Information:

Where: Bankers Hall Auditorium, Bankers Hall

When: 8:00-10:00 a.m., Thursday, December 16, 2010

Registration and Cost: To register, visit <http://smbyyc13.eventbrite.com>

There is no cost to attend this event.

About the Guest Speakers: