



INGENIOSUS SOCIAL MEDIA SYMPOSIUM

Engaging Constituents. Growing Thought Leadership. Increasing Influence.

Denver, Monday, July 25, 2011

SYMPOSIUM.

The Ingenious Social Media Symposium has been developed especially for leaders who serve gifted and talented communities. Designed for national, state and provincial nonprofit organizations, private gifted schools, summer camp programs, distance learning offerings, publishers, authors, and psychologists serving gifted, talented and creative learners and their families, the symposium is crafted to cover all aspects of social media today and is appropriate for executive directors, marketing executives, heads of schools, writers, educators, and counselors within the field.

The sessions will provide a mix of presentation, hands-on learning, exercises, and discussions. You will learn how to position yourself, your organization, and/or business within various social media platforms in order to positively increase your thought leadership, collaboration, educational impact, and interest in your products, services, and/or mission.

Because the rules of marketing are changing rapidly, participants will learn the critical differences between traditional marketing and social media, myths and truths about approaches, the Rules of Engagement online, recommended social media strategies, specific tactics for Facebook and Twitter, blogging protocols, potential interactive tactics and campaigns, specific measurement approaches, and the nuances of delivery based upon varied target audiences.

This primer will be appropriate for those who have just begun exploring social media and those who are already quite familiar with some aspects of posting, tweeting and blogging. We'll explore how you can help lead the charge and embrace the essential shift in mindset needed to significantly increase your individual or organizational influence.

Note that the cost for the first attendee is \$495, but that all additional attendees from the same organization are 50% off. See the registration form on page seven.





FACULTY.

Deborah A. Mersino is the principal of Ingeniosus and moderator of #gtchat, a weekly global chat on Twitter focused on giftedness.

She graduated from Northwestern University's Medill School of Journalism and has more than two decades of marketing communications experience. Mersino launched Ingeniosus in 2008 in order to marry her passions for marketing communications and gifted education advocacy.

She speaks at national and state gifted conferences, has published articles in *Parenting for High Potential* and *Understanding Our Gifted*, and consults with gifted organizations throughout the world.

For more information, including testimonials, visit her profile on LinkedIn: <http://www.linkedin.com/in/deborahmersino>.





AGENDA.

MONDAY, 07.25.11

08:30-04:30

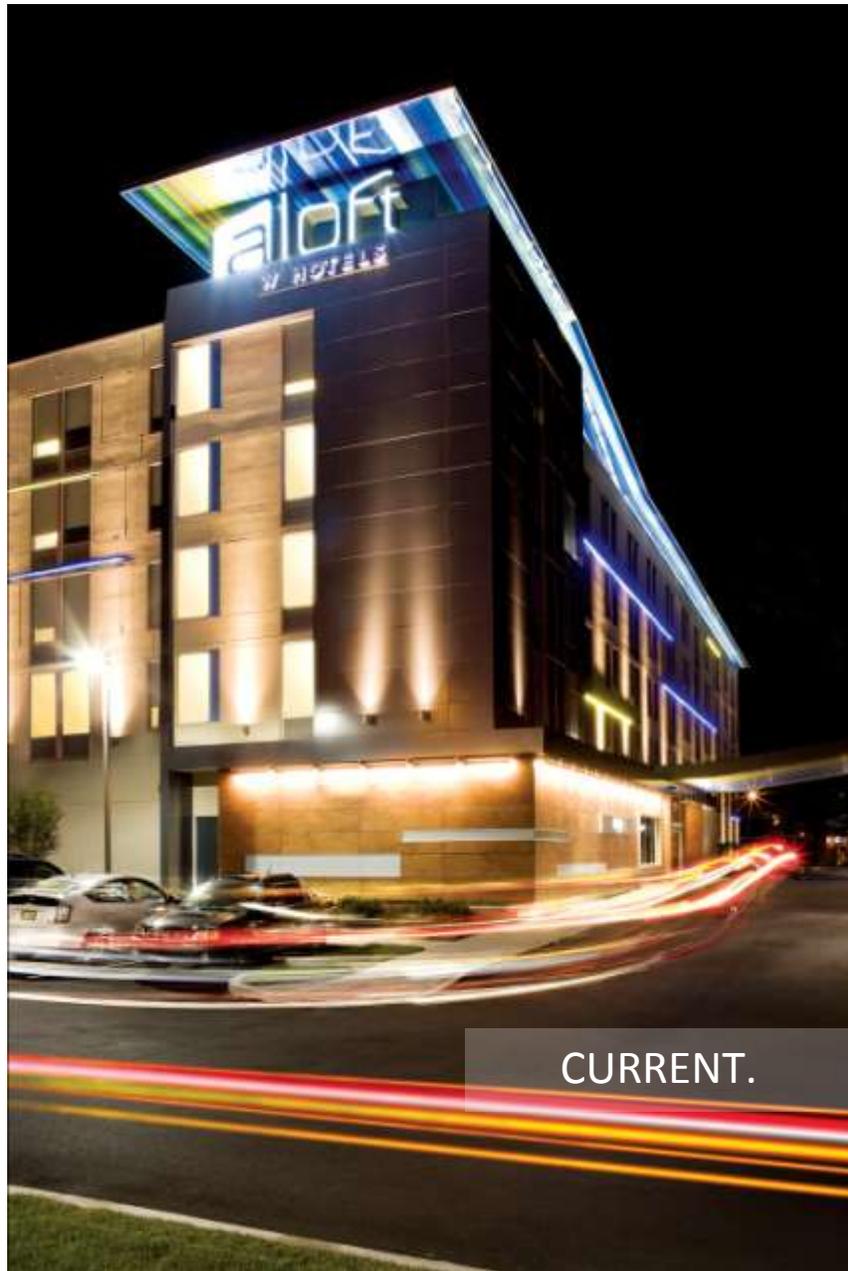
- Introducing Social Media
{Breakfast}
- Exploring “Did You Know?”
- Delving into Common Myths and Perceptions about Social Media
- Unearthing Truths and Realities
- Learning “The Rules of Engagement” Online
- Exploring Differences Between Social Media & Traditional Media
- Ascertaining Target Market Behaviors, Needs & Engagement Approaches (Parents, Educators, Donors, Influencers/Recommenders)
- Discussing Strategic Vision & Mindsets

Lunch, On Your Own

- Learning the Tools
- Identifying Specific Tactics for Facebook, Twitter, YouTube
- Going Over Blogging Best Practices & Recommendations
- Discussing Potential Interactive Tactics & Campaigns
- Addressing Measurement
- Exploring the Online World of Social Media
- Discovering the Nuances of Delivery
- Wrapping Up/Final Q&A

All nonprofits attending the symposium will receive a copy of the book, “The Networked Nonprofit: Connecting with Social Media to Drive Change” by Beth Kanter and Allison Fine (forward by Randi Zuckerberg).

VENUE.



CURRENT.

ALOFT DENVER INTERNATIONAL AIRPORT

All sessions will be held at the Aloft Denver International Airport, a state-of-the-art loft-inspired hotel conveniently located just minutes from DIA befitting a symposium on social media. Enjoy the complimentary hotel-wide wireless Internet Access and modern plug-and-play connectivity stations in every room.

Dress is casual for the entire event.

The Aloft Denver International Airport Hotel is at 16470 East 40th Circle, Aurora, Colorado 80011 303.371.9500



Strategic communications.
Gifted perspective.

REGISTRATION.

Attendee _____

Company _____

Billing Address _____

City _____ State _____ Zip _____

Phone _____

Check for \$495 Enclosed

REGISTRATION OPTIONS.

Email information from above to deborah@ingeniosus.net

Mail completed form to 4250 W. 16th St., #45, Greeley, CO 80634

Questions? Email deborah@ingeniosus.net or call 970.396.6631.

DETAILS.

Meetings at Aloft Denver International Airport, 16470 East 40th Circle, Aurora, Colorado 80011. Limited space available. Casual dress encouraged. Lunch on your own. Every additional person from the same organization receives 50% discount. No refunds or credits within 14 days of the event opening. Substitutes, with notification, allowed at any time.

ACCOMMODATIONS.

Attendees of the Ingeniosus Social Media Symposium will receive a special rate for accommodations at the Aloft Denver International Airport.

“Appealing to on-the-go and in-the-know travelers, the Aloft rooms at Aloft Denver International Airport are equally carefree and bold. Nine-foot ceilings and extra-large windows create a bright, airy environment full of natural light. You’ll face the windows—not the walls—as you drift to sleep in our ultra-comfortable platform bed topped with plush bedding. Choose a 340-square-foot king room for one big bed, or grab a little more breathing room in the 390-square-foot rooms with two queen beds.

Business or pleasure, work or play, each loft-like space keeps you connected. Your always-available in-room “office” includes an ergonomic workspace, plus complimentary wired and wireless High Speed Internet Access. You have your own entertainment center thanks to plug & play, our one-stop connectivity station. Leave your chargers at home: it juices up all your electronics—laptop, cell phone, MP3 player, and more—and connects them to a wall-mounted 42” flat-screen TV. A flip of the switch gives you high-def screening of your favorite flicks (or tomorrow’s presentation).

In the sleek stylish bathroom, details are designed to stimulate your senses. Natural light illuminates the oversize walk-in shower through a full-length frosted glass panel, which faces the guest room for a free flow of light with plenty of privacy. The eco-friendly dispenser doles out super-sudsy bath amenities specially created for Aloft Hotels by Bliss® Spa.

Every Aloft room is attuned to you: whether you’re settling in or zipping out the door, you’ll find a host of helpful standard amenities to customize your experience. (340-390 square feet)”

When making your reservation, please ask for the Ingeniosus Social Media Symposium block to receive the discount rate (\$109.00 per night + taxes).

The hotel does not offer room service, but breakfast will be served in the training room the morning of the symposium. And while lunch will be on your own, there is a 24-7 re:fuel station offering lunch items, drinks and snacks, and a bar offering a selection of foods, as well as several dining establishments within walking distance.