



Green Bay Area Chamber of Commerce

FOR IMMEDIATE RELEASE

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SOCIAL MEDIA ROCK STAR 2 IS HERE!

Green Bay, Wis.- (May 9, 2011) - The band is back! Social Media Rock Star 2, the second in the social media training series from the Green Bay Area Chamber of Commerce, is set for Thursday, June 2, 7:30 a.m. to 5 p.m. at the F.K. Bemis Center at St. Norbert College.

The event includes a kickoff presentation by Jim Cuene, director of interactive marketing for General Mills, who will showcase a case study of Cheerios. Cuene's team is responsible for leading digital strategy for General Mills brand, consulting on digital media, creative and social media to grow brands as strategic campaign elements. The lunchtime presenter is Andrew Rosenman, partner with Mayer Brown Law Firm in Chicago, who will address Social Media and the Law. Another significant highlight is the "How PR Meets Social Media" presentation by Jason Kintzler, founder and CEO of PitchEngine, a new social media platform that enables PR to effectively package stories featuring social media content to better collaborate with journalists, bloggers and influencers worldwide.

The day also includes four breakout sessions featuring several timely social media topics including Facebook fan engagement, integrating social media with traditional media, social media and inbound marketing, how to handle an online crisis and how to develop your social media policy, among others.

All attendees will also attend a presentation on Social Media in the Sports Industry with representatives from the Milwaukee Bucks, Milwaukee Brewers and the Green Bay Packers; and a Superpanel Q&A with several of the day's presenters.

The cost of the event is \$189 for Green Bay Area Chamber of Commerce and New North Social Media Breakfast members with an early-bird rate of \$149 if registered by May 20. The cost of the event for all others is \$239 and includes all presentations, continental breakfast, lunch, commemorative T-shirt and more.

The event is sponsored by the Green Bay Area Chamber of Commerce, MarketingSavant and Nicolet National Bank. Major contributors include the New North Social Media Breakfast, Element, Global Recognition, Inc., Weidert Group and MarketingSavant.

To access the full list of breakout sessions, visit events.titletown.org and select the June 2 listing for Social Media Rock Star. Attendees must choose one speaker from the three offered at each breakout session at the time of registration.

Call 920.593.3419 to register today! Space is limited and registration is on a first-come, first-serve basis.

Established in 1882, the mission of the Green Bay Area Chamber of Commerce is to serve as the focal point of economic and community development. The Green Bay Area Chamber of Commerce is a four-star accredited Chamber through the U.S. Chamber of Commerce. Chamber programs include Advance, Partners in Education, Leadership Green Bay, Brown County Teen Leadership, Current Young Professionals Network, Good Government Council and the International Business Development Consortium.

For more information, call 920.437.8704 or visit titletown.org.

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