



**Spend two days
with the real**

Rock

STARS OF NEW MEDIA



**NEW MEDIA
Optimization
SUMMITS**
SEE IT. HEAR IT. DO IT.
Real Time Results.

**For Owners & Operators of Small to Mid-Sized Businesses of All Kinds
Put The Power of New Media To Work, Starting NOW!**

- ▲ Choose from more than 20 hands-on learning opportunities led by the top national experts in New Media!
- ▲ Bring your laptop into the classroom, follow step-by-step, and implement your new skills—*in* real time!
- ▲ Plan your own two-day curriculum out of flexible 2-4 hour workshops designed to build on each other and expand your understanding and skill set, exponentially!
- ▲ Experience hands-on demonstration and interaction with our instructors, step-by-step exercises, and real-world case studies; and learn to apply them to your business, now!
- ▲ Walk away with the critical, new Internet marketing and communication skills and strategies you need to survive and thrive in today's new media environment!

\$425 Per Person (\$525 After August 30th and \$595 at the event)
or Add to your Brainstorming Registration for **ONLY \$215 More!**
(See www.Brainstorming.Multifamilypro.com for details.)

September 12-13, 2011 Renaissance Glendale Hotel & Spa, Phoenix, AZ

For more information, visit OptimizationSummits.com, email info@optimizationsummits.com, or call 727-940-5211.

Seating is Limited! Register NOW at [www.OPTIMIZATIONSUMMITS.COM!](http://www.OPTIMIZATIONSUMMITS.COM)

See It. Hear It. Do It. Real Time Results!



If—like so many other forward-thinking business owners and operators—you’ve been waiting for the right opportunity to find out more about new media and what it can do for your business, this is the event for you! No more watching and waiting ... this event offers a truly unique opportunity to “roll up your sleeves” and put the power of new media to work in your business, starting now! Our workshops are in-depth, 2-4 hour, hands-on learning opportunities that are led by the top national experts in new media. Our “see it, hear it, do it” approach allows you to bring your laptop into the classroom, follow step-by-step, and actually implement the new strategies you’ll learn—in real time.

You’ll experience learning by doing, and build your own two-day curriculum out of flexible 2-4 hour component workshops on New Media, all of which are carefully planned to build upon each other progressively, and expand your understanding and skill set exponentially. The knowledge you’ll receive will be continually reinforced by hands-on interaction to make certain you have not just the knowledge, but the know-how! Whether it’s designing a real Facebook page that’s optimized to develop stronger relationships with your customers, or designing a powerfully communicative website or blog that represents your newly optimized brand, or actually raising your existing website to top search engine ranking; you won’t just listen ... you’ll SEE, HEAR, AND DO.

You’ll experience hands-on demonstration and interaction with our instructors; step-by-step exercises; and real-world case studies on integrating new media, online public relations, website design and function, search engine optimization, email, mobile and video marketing, and more; and learn to apply them through fully optimized marketing and management communications plans. Join us, and walk away with the critical, new Internet marketing and communication skills and strategies you need to survive and thrive in today’s new media environment!

To find out more, visit www.OptimizationSummits.com or email info@OptimizationSummits.com. I’ll see you there!

Sincerely,

Tami L. Siewruk

Tami L. Siewruk

Chief Imagination Officer

New Media Optimization Summits

WHAT OTHERS ARE SAYING

“This event gave me a 30,000 feet view of new media and allowed me to see more clearly through that very complex space.”

“Perfect setting for professionals looking to build, gain and network in a hands on environment ... I left empowered, motivated and with confidence that I can do this!”

“I was utterly blown away at the lineup.”

“Beyond amazing! Every single workshop offered had exceptional leaders and tons of useable content ... this conference is certainly one you MUST attend!”

“Hands-down the most interactive, do-it-now, engaging event that I’ve attended! If you want to take your new media efforts to the next level and really make them work for you, the New Media Optimization Summits is where you need to be!”

“I’ve never learned more from a 2 day conference—it was GREAT!”

“In my almost 30 years of being in the customer service business, this was the single most engaging, jam-packed learning experience with which I’ve been involved.”

Thanks to our Sponsors



EVENT DETAILS

Date: September 12-13, 2011

Rate: \$425 Per Person (\$525 After August 30th and \$595 at the event)

Deadline: Cutoff date for registration and payment is August 30, 2011. Provided seats are still available, registrations will be accepted after that date accompanied by payment in full.

Venue: Renaissance Glendale Hotel & Spa, 9495 W. Coyotes Blvd. Glendale, AZ 85305

Room Reservations: Call 1.800.468.3571 and request the “Brainstorming 2011” group rate of \$159/night. Rate expires on August 22, 2011 (rate and date subject to room availability).

Register: Securely online at www.OptimizationSummits.com. Seating is limited, act now!

HANDS-ON WORKSHOPS

Monday, September 12, 2011

KEYNOTE WORKSHOP: THE NOW REVOLUTION

Led by Jay Baer, Author of *The Now Revolution: 7 Shifts to Make Your Business Faster, Smarter, and More Social*



Business has changed. This new era (we call it The Now Revolution) is characterized by speed, by new expectations and demands from customers, and by dynamic and ever-shifting systems and tools. This is a new era of open communication and reciprocal and real-time online participation. This is a change that isn't really about the technology of social media, but about how businesses need to adapt in the face of consumers' embrace of it. Just as other communication revolutions necessitated that we rethink our business from the inside out, the Now Revolution does as well. From culture to people to process, we can reengineer how we operate to make this the most incredible opportunity time in business history.

Jay is a tequila-loving, hype-free social media strategist that helps major corporations and their agencies harness the awesome power of the social Web. A founder of 5 digital marketing companies, he's worked with more than 700 brands since 1994, including 25 of the Fortune 1000. His blog – Convince & Convert – was named one of the world's top 3 social media blogs, and he's the co-author of *The NOW Revolution: 7 Shifts to Make Your Business Faster, Smarter, and More Social*.

▲ 21st Century Email Marketing – *Chris Penn*, VP of Strategy and Innovation, Blue Sky Factory

There are five key components that every organization needs to achieve today in order to reap every possible reward of great email marketing: more audience, more delivery, more opens, more actions, and more and better metrics! Join leading email authority Christopher Penn for a step-by-step strategy for mastering all of these elements and more! You'll walk away with actionable steps to put them into action immediately toward improved engagement and effectiveness, as well as an in-depth understanding of not just the importance of testing but what you should be testing and how; innovative new ideas for content; ways to instantly track and measure ROI; and much, much more!

▲ How to Do What I Do – *Charity Hisle*, Founder, SociallyEngagedMarketing.com

Charity Hisle has built successful social strategies of all shapes and sizes for small businesses and apartment communities. From simple to complex, and from Internet to integrated with print; she knows the ins, the outs, and the pitfalls from extensive personal experience, and she's ready to share them with YOU! Join Charity for an in-depth and step-by-step "how to" on evaluating and improving an existing strategy; setting your objectives and goals; determining your target audience; understanding the culture and what users want; developing integrated strategies across multiple platforms; and measuring ROI; and walk away ready to craft (or re-craft!) your own strategy with built-in success!

▲ Using Analytics to Make Your Website a Smarter, More Efficient Sales Machine – *Mike Whaling*, President, 30Lines

Making your website shine does require the art of great design ... but it also takes a little science, math, and statistical analysis. This session will show you how to look beyond your website's face value to mine and refine the deeper value of its performance with the best practices in web analytics. You'll learn how to wrap your brain around all of the indicators of your site's performance to see what's working for you and what isn't, using the best tools available for the job; zero in on the features and functions that specifically drive (or are failing to drive) business to your company; and how to optimize them to make your website perform like a finely tuned sales machine!

▲ Mobile Marketing – *Mike D'Alba*, Director of Mobile Media, For Rent Media Solutions™ and *David Wachs*, President, Cellit

Mobile phones are an important communication tool in the lives of today's consumers, and they're increasing in value as a place where marketers can reach their customers! In this workshop, you'll see and hear proven techniques for using mobile marketing to build loyalty among existing customers and attract new ones, including: integrating mobile marketing effectively into your campaigns and strategies; optimizing your website for mobile devices; when and how to use apps (iPhone or Android, etc.) and what's involved in designing and building them; how to leverage the power of texting and location-based services; and more. You'll put your new skills and knowledge directly to work as you join in creating a mobile-optimized site and an app while the workshop is underway!

▲ **How to Rock Press Coverage for Your Business or Brand: Parts One and Two** – *Mandy Vavrinak*, Principal, Crossroads Communications, LLC

Maybe there's no such thing as bad press, but there's definitely a preferred way to get the best kind of press coverage for your business or brand; and this series of two, two-hour workshops will teach you how! These two workshops will leave you with a working knowledge of how online releases work and why they are preferred by almost every media professional out there; how to spot a story and pitch it to the media for its best shot at coverage; how to craft a great, SEO-optimized release; some of the ways to effectively share and track your releases; and more! You'll actually craft your own optimized release online during the workshop!

Part One (2 hours): We'll discuss how to examine what your business is doing and identify the stories that have "legs"; learn the key elements of a great release including reaching your intended audience, SEO, links, video, photos, how releases get shared, etc.; the ins and outs of available online platforms; how to share releases socially (via Twitter, Facebook, LinkedIn, Google Bookmarks; Amplify.com, etc.); and how to track a release, including using Google Alerts.

Part Two (2 hours): Choose your story idea; set up a free PitchEngine account (including your profile and newsroom); then craft, share, and track your own release online!

▲ **Deconstructing the Social Business Roadmap** – *Andrea Baker*, Manager, Systems of Engagement, AIIM International

In March 2011, AIIM launched the Social Business Roadmap Whitepaper and supporting briefing series. This roadmap is set to improve business processes using social practices and technologies as well as set the standard in which to follow from concept to constituent and community collaboration; and is the essential guide to those who wish to implement social technologies within and outside of the firewall, either Government or private industry. These 8 steps—Emergence, Strategy, Development, Listening, Participation, Engagement, Optimization, and Governance—have been identified as the ideal process to follow when the air of empowerment from an individual or a small group of forward thinking people believe in the improvement of processes, communication, collaboration, and productivity of their organization. This session will look at these 8 steps and how the roadmap came out of necessity for an industry standard based on the various approaches of those implementing social media technologies and tools for their organizations. Participants of this session will leave with their own sense of empowerment on transforming their own organizations, being better able to assess if they are following the roadmap in its entirety or missing a step they were not aware of previously.

▲ **Introduction to Agile Software Development** – *Andrew Culver*, Senior Software Developer, We Are Titans

For years, we've all seen software projects go over budget, past their deadline, or simply not meet expectations. Agile software development continues to grow in popularity as a way to increase customer satisfaction by reducing these risks. However, as the term "agile" has come into vogue, it's meaning has become less clear.

This workshop introduces agile project management concepts that every member of the team needs to understand, including you. We'll discuss famous, household-name examples of iterative development projects. We will cover the importance of real software being visible to every member of an organization throughout the project's development. You'll also understand the critical role your feedback plays in keeping projects on schedule and within budget and how agile projects are structured to receive that feedback. Furthermore, you'll see real world examples and be equipped with a practical understanding of how other agile development teams make these things happen.

In addition to agile project management, you'll also be briefly introduced to technical practices you should expect from your development team (including test-driven development, pair programming, and continuous integration) and how they will benefit non-technical team members throughout the development process. To get your imagination going, we'll see some pictures of teams that actually make these practices look cool. (Really.)

Finally, it's one thing to say you're "agile" and another to actually do it and reap the benefits. We'll review a buzzword-neutralizing list of "project smells" that let you assess at any time whether your development team is really doing things "the agile way."

You will leave equipped to better help projects produce more useful software on a more predictable schedule and within budget!

▲ **Using Social Media Tools to Build Social Capital** – *Jonathan Saar*, Director of Marketing & Educational Solutions, The Training Factor

Building social capital is a crucial component in customer retention, partnership marketing, and word of mouth marketing; but today's digital environment has changed how we engage in human conversation, and—as a result—how that crucial social capital is attained. It takes discipline, consistency, and know-how to create an online community that is alive

▲ **Lessons Learned in Igniting Word of Mouth Movements: Parts One and Two (2 hours each)** – *Geno Church*, Word of Mouth Inspiration Officer, Brains On Fire

Authentic, sustainable word of mouth marketing is one of the truest forms of brand communication, and it can't be manufactured or bought. And yet, as more institutions dedicate marketing dollars to assemble word of mouth and buzz marketing programs, how can you build an effective, meaningful movement for your brand that will directly impact your bottom line? How can you identify those brand advocates already speaking out on your behalf, and work with them to develop a natural two-way word of mouth program?

Geno will explain how word of mouth marketing works and how it doesn't, providing techniques on how you can start to identify movement-building opportunities for your brand, with authenticity and clear measurement results in mind. You'll learn how to identify passion conversations versus product conversations, and how to "open the kimono" to your customers and fans. He will highlight successful WOM case studies, as well as talk about ways to define ROI.

In addition, Geno will draw from lessons discussed in the book *Brains on Fire* – revealing how to ignite powerful, meaningful, sustainable word-of-mouth movements that are a "win-win" for both customers and business. Believing the focus should be on people and not simply new tools and tactics is the key to building long-term momentum both online and offline for companies, products, services or organizations.

▲ **Creating, Organizing, and Rocking Your Online Content: Part One and Part Two** – *Scott Ellis*, Founder, VSEllis.com and Partner, Black Box Technologies

When it comes to social marketing, content is everything—it's literally what your online presence is made of! This fun and interactive workshop is designed to help you take your content from ad-hoc to ROCK in four hours. You'll learn: 10 things NOT to do; how to plan, organize, and execute your content most effectively; the ins-and-outs of media including text, audio, and video; content types (blog vs. Facebook vs. Twitter) and what they can do for you; fresh ideas (and how and where to find them); how to find and develop your voice, and much more!

Part One (2 Hours): Learn how to organize and plan your content; 10 things not to do; and how to easily create loads of content ideas and topics!

Part Two (2 Hours): Learn content types; how to work with text, audio, and video; and put it all together to create a content plan!

▲ **Content: The New Marketing Sword** – *Eric Brown*, Founder, Urbane Apartments

Why great content outperforms your advertising and lowers your marketing costs!

▲ **Listen to Your Customers (If You Want Them To Listen To You!)** – *Shashi Bellamkonda*, Social Media Swami, Network Solutions

Most organizations realize that engaging and creating are basic steps any business should take to ensure that there is a two way communication between the company and the people they are trying to reach. Unfortunately, they often neglect the key to doing those things successfully: listening—really listening—to the customers they're trying to engage with and create for! As the world becomes increasingly digital, new media and social networks are receiving exponentially expanding audiences; and not having a social/new media strategy that addresses the real needs and desires of your audience will not just innocuously leave you behind ... it will do real damage to your ability to succeed! This workshop will deal particularly with the experiences and results that the presenter, Shashi Bellamkonda, experienced in launching the award-winning social media strategy for Network Solutions—from its inception as a one-person team to its growth into a distributed to customer service, marketing, education, and outreach community ... by listening to its customers! How did the Network Solutions Facebook page do? How do you measure your own success? Join us for these important points of discussion and much more!

On Monday, September 12, 2011

OPTIONAL TRENDS IN NEW MEDIA LUNCH

Led by *Jay Baer*, Author of *The Now Revolution: 7 Shifts to Make Your Business Faster, Smarter, and More Social*

Our optional lunch program on Monday is designed to expand and enhance your New Media vision with a look at the most powerful changes and opportunities driving and shaping the direction and growth of this dynamic realm. You'll get a first-hand and far-reaching look at the New Media landscape; hear about the hottest changes happening now and how to capitalize on them; get clued in to important opportunities that are about to emerge; and walk away with insider knowledge that will help you position your company *years* ahead of the competition. Don't miss it! (\$55 Per Person)

STEP 1: COPY AND SUBMIT ONLY ONE FORM PER ATTENDEE. PLEASE PRINT CLEARLY.

Full Name _____
First, Last (as you'd like it to appear on your name tag)

Title _____

E-mail _____

Company Name _____

Address _____

City _____ State _____ Zip _____

Telephone _____ Ext _____ Fax _____

(Optional) Follow me on Twitter @: _____

(Optional) LinkedIn Name: _____

STEP 2: TRENDS IN NEW MEDIA LUNCHEON (Optional) *Led by Jay Baer with additional Presenters To Be Announced*

Monday \$55 Yes No

STEP 3: PAYMENT (Payment Must Accompany Registration)

Visa (13 or 16 Digits) Master Card (16 Digits) AMEX Expiration Date _____

Credit Card Number _____ Security Code _____

Credit Card Billing Address (Street) _____

(City) _____ (State) _____ (Zip) _____

Cardholder Name (Please Print) _____

Cardholder Signature _____ Date _____

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Code

REFUND POLICY: All cancellations must be in writing. Full refunds will be made if cancellation is received on or before August 12, 2011. Absolutely no credits, refunds or requests for refunds after August 12, 2011 regardless of registration date. Failure to attend, regardless of your pay status, will render you ineligible to receive information produced for or at this event. NO EXCEPTIONS

Payment		
<i>Payment Must Accompany Registrations AFTER August 30, 2011</i>		
REGISTRATION FEE BEFORE 8-31-11	\$425	\$ _____
REGISTRATION FEE AFTER 8-30-11	\$525	\$ _____
REGISTRATION FEE ONSITE AT EVENT	\$595	\$ _____
OPTIONAL LUNCHEON	\$55	\$ _____
TOTAL:		\$ _____

Renaissance Glendale Hotel & Spa Information:

99495 W. Coyotes Boulevard, Glendale, AZ 85305, Room Reservations: call 1.800.468.3571 and request the "Brainstorming 2011" group rate of \$159/night. Rate expires on August 22, 2011 (rate and date subject to room availability).

Flight Information: Plan to fly into Phoenix Sky Harbor International Airport. **For more information on hotel and travel, visit <http://optimizationsummits.com/registration-information/hotel-and-travel/>.**