



BMA Breakfast Workshop (limited space available)

We are excited to announce our first-ever BMA Breakfast Workshop:

"Making Sense of the Noise: Social Media Listening Strategies."

This format is a bit more informal and interactive than our evening programs. And may be of particular interest to those "morning people" whose work schedules, family commitments and bed times don't always allow attendance at our lunch and evening programs.

We are proud to present:

Making Sense of the Noise: Social Media Listening Strategies

Presented by *Shari Stark* and *Tom Sanders*, Fullhouse

Before building a social media strategy, you must first listen and understand the conversation that's already taking place. The information you learn from listening will enable you to develop marketing strategies that will help you engage and connect with your audience instead of just speaking to them. Learn tips and the top tools for listening to the online conversation going on about your company. This presentation includes an interactive activity for attendees to set up an iGoogle account, a free customizable homepage that you can use to help keep track of the online conversations going on about your company.

Shari Stark, Digital Strategist/Account Group Director, Fullhouse

Shari Stark is Digital Strategist/Account Group Director at Fullhouse. In her position, Shari is responsible for maintaining an understanding of our clients, researching and analyzing the industry, developing consumer insights and understanding the competitive landscape in order to develop integrated digital strategies that meet our clients' business needs.

Tom Sanders, Digital Strategist, Fullhouse

Tom Sanders is Digital Strategist at Fullhouse. In his position, Tom works with clients to understand their integrated marketing needs and develop strategies and solutions designed to provide insights and grow revenue.

When:

March 24, 2010
7:30am -- 9:00am

Where:

Fullhouse
207 North Milwaukee Street (Third Ward)
Milwaukee

Cost:

\$20 members
\$30 non-members

A light continental breakfast will be served

Attendance will be limited to 25, so be sure to register early!

[Click Here To Register for this Event](#)

Thank you to Fullhouse for hosting this special BMA Breakfast Workshop!



Having trouble with the link? Simply copy and paste the entire address listed below into your web browser:
<http://guest.cvent.com/i.aspx?1Q,P1,5DEC9052-7606-4D1A-ABA1-B342B95D165A>

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