

The Social Media Revolution

If Facebook was a country, it would be the 3rd largest

Generation Y & Z consider e-mail passé

90% of consumers trust peer recommendations only

14% of consumers trust advertisements

93% of marketers use social media

The fastest growing social media user demographic is Women 55+

Technology and social media are moving at warp speed, and it might make you feel like you had better jump on board or you will be left behind in the dust. But where does your organization or business jump on? What tools should you use? What is this new language, and how do we use it?

Join us for lunch and take some of the mystery out of social media!

Manitoba Marketing Network, in partnership with Central Plains Inc. and CF White Horse Plains, is bringing two of the top local subject matter experts in the Social Media field to Portage la Prairie. Digital Relay Inc.'s *Roger Miranda* (Director) & *Dominick Blais* (President), are coming for a lunch & learn session.

Who: This is a great session for Businesses, Non-Profits, Charitable Organizations, Community Groups, or anyone who is looking to create an online awareness

When: Thursday December 8th, 2011 11:30am to 1:30pm

Where: Canad Inns, Portage la Prairie, Manitoba

Cost: **Free** for the first 20 people who register
After the first 20, you still get the great price of \$20, which still includes lunch

Seating is limited so register now!

To register please contact Jacki at 856-5000 or
jacki@centralplains.ca

Registration deadline is December 6, 2011.

"We do not have a choice on whether we do social media; the question is how well we do it."

Eric Qualman