

Lashway, Lisa

From: NJLM - Municipal Clerks [njlm-clerks@cityconnections.com]
Sent: Monday, February 15, 2010 11:59 AM
To: Lashway, Lisa
Subject: njlm Media Event

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William G. Dressel Jr.
Executive Director
Michael J. Darcy, CAE
Asst. Executive Director

LEAGUE ALERT

Municipal Clerk: Please forward to Mayor and Governing Body.

February 15, 2010

Re Social Media Event

NJLM Education

Foundation, Inc.
Presents a Statewide Conference

Social Media for Public Officials

March 30, 2010
8:30 a.m. – 1:00 p.m.
Prudential Center – “The Rock”
165 Mulberry St., Newark, NJ

Registration Fee: \$35

**Park for \$5 in the garage on Lafayette St. (corner of Broad St.),
Yellow Lot 10 – Ford Lincoln Mercury VIP Garage
Enter The Rock via the Verizon atrium on corner of Lafayette and
Mulberry**

To help New Jersey's policy makers better understand and utilize these new social media technologies, the NJLM Education Foundation presents this half-day conference with New Jersey and national expert practitioners. Please click on this link to take you to registration additional information:

<http://www.njslom.com/cal033010.html>

Social media has created opportunities and pitfalls as more public agencies grapple with this new communication phenomenon. Social media uses internet and web-based technologies to transform traditional broadcast media (one to many) into social media interactions (many to many). This includes such familiar applications as Linked-In, Facebook and Twitter. Knowledge and information become more democratized while content consumers become content producers. Presenters will share practical and effective advice on launching a web-based advocacy campaign and protecting one's on-line reputation.

CONFERENCE PROGRAM

8:30 A.M. Registration and Informal Continental Breakfast

9:15 A.M. Introduction and Opening Session

Keynote Speaker: Mayor Cory Booker, City of Newark

10:15 a.m. – 11:15 a.m.

Session A: Introduction to Social Media – Getting Started

- **Chris Rosica, President & CEO, Rosica Communications**

Session B: Best Practices for Experienced Users

Robert Sommer – President, Rock Entertainment Management

Desiree Peterkin-Bell – Communications Director, City of Newark

11:30 a.m. – 12:30 p.m.

Session C: Effective Advocacy Campaigns and the Future of Social Media

Michael Duhaime -- Chief Strategist, Chris Christie for Governor & Managing Director, Mercury Public Affairs

Andrew Rasiej -- Founder & Publisher, Personal Democracy Forum and Co-Founder, techPresident

12:30 p.m. – 1:00 p.m. Coffee and Networking Break.

Attendees are encouraged to make their own lunch arrangements at the many excellent nearby restaurants.