



NEWS

COMMUNITY DEVELOPMENT COMMISSION • County of Los Angeles
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MEDIA ADVISORY
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BUSINESS TECHNOLOGY CENTER AND SAN GABRIEL VALLEY SOCIAL MEDIA CLUB INVITE LOCAL BUSINESSES TO LEARN HOW TO EXTRACT INTELLIGENCE FROM SOCIAL MEDIA CONVERSATIONS

WHAT: National Social Media Week, September 19 to 23, 2011, will be marked by events around the country. The Business Technology Center of Los Angeles County (BTC) and the Social Media Club of San Gabriel Valley (SMC SGV) will host a Social Media Week event that will discuss how to perform a social media audit and extract business intelligence from online conversations.

WHEN: **Thursday, September 22, 2011 - 11:30 a.m. to 1:00 p.m.**

WHERE: BTC, 2400 Lincoln Ave, Altadena, CA 91001

WHO: Sally Falkow, APR

BACKGROUND:

Consumers have adopted social media in record numbers, and as a result, businesses are paying attention too. Use of social media as a business tool has increased markedly in the last year, and now more than 80% of all businesses and organizations use some form of social media as a marketing tool. Sally Falkow, event speaker and co-developer of PRESSfeed, the social media newsroom, and founder of Social Media Club LA and SGV; is an acknowledged expert in internet marketing strategies, blogs, and online public relations. Her presentation will provide a great venue for companies to learn and practice both early stage and growing ventures in actively managing their online presence and public communications.

Social Media Club meetings are regularly hosted by the BTC. The BTC is an innovative organization with a mission of assisting start-up and early stage technology firms to grow and prosper. The incubator, which opened in October 1998, is a 40,000 square foot secure facility with a state-of-the-art communication infrastructure, offering key business support services to emerging technology organizations, including access to capital, business consulting, and mentoring from an Advisory Committee and Mentoring Committee with a wide range of skills, experience, and contacts in Southern California.

There is no charge to attend this event, but registration is required as space is limited.

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