



2011 Social Peer Group Summit

- Social Strategist & Manager Forum & Idea Exchange -

Join us as we set the backdrop for bringing together motivated minds in social strategy roles to learn from each other while sharing ideas, challenges and opportunities in a relaxed series of sessions. This is a rare opportunity to meet others with the same responsibilities of navigating the new frontier of social networking, media, and relevancy.

We will be limiting the number of attendees and encouraging a mix of participants to assure an intimate setting that is non-competitive and conducive to open, honest conversation around best practices and lessons to be learned. Everyone invited will be expected to come prepared to present at least one successful technique, or process they have developed as well as challenges they have faced in implementing social. Adding to the roundtable format, we will update everyone on the latest winning concepts we are seeing in the social technology space, along with a few opinions about where we are headed over the next couple of years.

Our aim in hosting this summit is to provide an opportunity for those using social tools in their organizations to learn, network and prosper. Please review the preliminary event agenda below and contact our Future Point of View office with any additional inquiries, or to request an invitation to attend.

Event Location and Dates:

St. Julien Hotel & Spa, Boulder, CO - October 7th - 8th

Attendance Fee (includes four meals — room rate not included):

\$750.00

Attendance for two attendees:

\$1,250.00



Connect with Us:



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Led by International
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FUTURE
POINT OF VIEW
SPEAKING • CONSULTING • TRAINING

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Planned Agenda

Day One — Friday, October 7th

8:00 a.m. — 9:00 a.m.

Welcome and opening remarks

9:00 a.m. — 11:30 a.m.

1st Round of Testimonial Presentations
(12 minutes each, various organizations sharing)

11:30 a.m. — 12:30 p.m.

Lunch with Viral Video Showcase

12:30 p.m. — 2:30 p.m.

2nd Round of Testimonial Presentations
(12 minutes each, various organizations sharing)

2:30 p.m. — 4:30 p.m.

Follow-Up Responses/ Q&A

4:30 p.m. — 5:00 p.m.

Day One Final Thoughts

Day Two — Saturday, October 8th

8:00 a.m. — 12:00 a.m.

Topic Discussion Groups by Assigned Table

- Strategies for Implementing
- Real World Application

12:00 p.m. — 1:00 p.m.

Lunch with Viral Video Showcase

1:00 p.m. — 2:00 p.m.

Scott Klososky Presentation: *The Future of Social*

2:00 p.m. — 3:00 p.m.

Trial Role Play Strategy Session—Future Challenges in Social

- Privacy
- Online Reputation Management
- Moving to the Cloud
- Mobile Tracking

3:00 p.m. — 4:00 p.m.

Roundtable Discussions

- Sharing three things you & your organization plan to implement
- Three social tech tools/applications you would like to embrace

4:00 p.m. — 5:00 p.m.

Sharing final thoughts — Tools, tips, and advice
Closing — Where do we go from here?



Get to know
Boulder, CO at:
bouldercoloradousa.com/

