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# SOCIAL MEDIA MARKETING UNPLUGGED

SFU Woodward's Vancouver, January 29, 2011

<http://www.socialmediaunplugged.ca>

**ONE-DAY CONFERENCE**

*Focusing on Real World Strategies & Implementation*

Event contact:

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**Vancouver, BC, Canada (January 3, 2010)** – The **Social Media Marketing Unplugged Conference** on **January 29, 2010**, will bring together eight accomplished social media marketing practitioners to guide attendees through real world examples and case studies from the trenches to examine how effective social media marketing campaigns are planned, strategized and implemented.

Featured speakers include:

- Rochelle Grayson, CEO of BookRiff Media;
- Marty Yaskowich, Managing Director of Tribal DDB Canada;
- Elijah van der Giessen, Creative Services Lead of David Suzuki Foundation;
- Annalea Krebs, CEO of ethicalDeal;
- Dave Olson, Marketing Director of HootSuite Media;
- Iman Biock Aghay, CEO of Success Road Enterprises;
- Amielle Lake, CEO of Tagga Media; and
- Crystal Henrickson, Marketing Director of Yelp Canada.



Please find full speakers' bios and video interviews at [www.socialmediaunplugged.ca](http://www.socialmediaunplugged.ca)

Learning by example is at the heart of this conference. While there is no one size fits all solution to marketing, attendees can learn from the experiences of these expert practitioners and acquire insight and knowledge into the mechanics behind successfully executed social media marketing campaigns.

(more)

The topics covered at this conference will include: building trust and customer relations; developing and implementing social media marketing strategies; social media for social change; measuring and determining your ROI; social media advertising; monetizing social media; social media and mobile marketing; and case studies.

Our goal is for attendees to come away with a road map that will aid them in creating their own successful marketing campaign for their needs.

This conference is designed for entrepreneurs, small business owners, marketing managers, social campaigners, marketers, and business and marketing students.

*For more information on registration and to arrange interviews and/or media passes, please contact Jonathan Chow at 604 764 8853 or [jchow@sidetrekproductions.com](mailto:jchow@sidetrekproductions.com)*

Event website: <http://www.socialmediaunplugged.ca>

Facebook: <http://www.facebook.com/SocialMediaUnplugged>

Twitter: [http://www.twitter.com/sm\\_unplugged](http://www.twitter.com/sm_unplugged)

**About the event organizer: Sidetrek Productions** is an event production company based in Vancouver. For four years, Sidetrek Productions has produced many successful conferences, seminars, and workshops in Vancouver, Malaysia, Singapore, Hong Kong, and the Philippines.

*Past events included producing filmmaking workshops and seminars for Dov Simens, founder of Hollywood Film Institute, Syd Field, Hollywood screenwriting guru, Michael Watkins, Producer of Las Vegas, Jeff Barnes, Producer of Pan's Labyrinth, Joel Ransom, Cinematographer of Smallville, and Peter Wunstorf, Cinematographer of Brokeback Mountain. Sidetrek Productions also co-produced the 2009 Asia Film Week in Kuala Lumpur.*