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## Seminar to Instruct Businesses on Developing, Listening to and Engaging With Social Media Communities

**Milwaukee** – Businesses interested in better managing their corporate brand by engaging their online communities are invited to log into an all-day social media seminar May 12.

The "NAKED|bizgrowth Social Media Seminar" will be held from 8 a.m. to 4 p.m. at Bucketworks, 1340 N. 6<sup>th</sup> St. The event is sponsored by Spreenkler the Agency, a leading developer of new media and marketing talent in Milwaukee.

The Keynote Presenter is Brian Kalma, Vice-President of User Experience and Web Strategy at Zappos (Zappos.com), a popular shoe brand whose parent corporation uses and embraces social media and its tools to provide a unique and valued user experience to its online community.

"This Social Media Seminar will guide growing businesses through many aspects of the social media landscape, focusing on social media as a useful 'channel' to monitor," said Cd Vann, owner of Sohobiztube.com, which is presenting the seminar. "Companies need to know how to use these channels to their own advantage, which means effectively listening to, engaging, supporting and embracing their online networks."

The seminar will feature six PR, branding, marketing, and social media experts who will present case studies for attendees to examine. The seminar should be of interest especially for business personnel involved in brand strategy, marketing, advertising and long-term planning, Vann said.

"NAKED|bizgrowth is not about 'linking in," Vann said. "For many businesses, their consumers are already on line and chatting about their brand. The question is: Are these businesses listening?"

The breadth of social media goes far beyond sites such as Facebook and MySpace that are only "social" in nature, Vann said. "This seminar's goal is to explain the reality of social media as a manageable branding and monitoring tool in order to engage and react with your clients, consumers and users of your brand. Companies need to embrace social media. It is here to stay, and should be a vital part of their marketing, PR and branding strategies."

The seminar cost is \$55 per participant, which includes lunch and all course materials. Registration, a seminar agenda and more information are available at <a href="https://www.sohobiztube.com">www.sohobiztube.com</a>.