

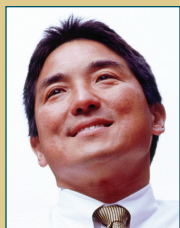
Ragan Communications presents: An event hosted by Cisco Systems

Social Media Summit

Cisco Systems Headquarters
San Jose, Calif. • June 9-11, 2010

Web 2.0 strategies for PR, Marketing & Corporate Communicators

Powerful Keynotes



Guy Kawasaki, founding partner of Garage Technology Ventures and co-founder of Alltop.com, opens the conference with The Art of Social Media Marketing, shares his observations and recommendations for what can be done with today's fast, free and ubiquitous online tools.



Jeanette Gibson, director of global social media for Cisco, talks about the evolution of social media in Cisco's corporate communications.



Carlos Dominguez, a senior vice president at Cisco, shares his philosophy: It's not just hype, social media is here to stay.



Jeremiah Owyang, partner of customer strategy at Altimeter Group and former senior analyst at Forrester Research, presents his forecast for corporate social media trends.

No longer a shiny new toy, social media is the professional communicator's new reality. This Social Media Summit brings together today's top brands and most dynamic presenters armed with case studies and tested social media applications.

Hosted at Cisco Systems headquarters, the Social Media Summit will deliver practical, proven and innovative strategies and tools for corporate communicators. We invite you to learn from the best and sharpen your skills in beautiful San Jose.

At this conference you'll learn how to:

- Develop innovative, trend-setting communication programs for our digital world
- Use specific social media tools, and make the case for implementation and delivering results through measurement
- Follow the best practices of Fortune 100 brands to engage constituents through social media
- Apply tested, successful social media strategies to your company or organization
- Guide your company through legal hurdles and pitfalls in social media
- Create an online video strategy that increases your brand's chances of going viral
- Fully exploit social media platforms like Facebook, Twitter and YouTube for your business or cause
- Listen effectively to online conversations, guiding future communication efforts
- Organize and manage social media efforts among marketing, advertising, public relations and customer service departments
- Maximize your social media return on investment
- Harness the enormous potential of social media tools to limit damage to your organization during a crisis

And that's just for starters!

Hosted by:



Presented by:



Event hashtag: #ragancisco

Register

Call 800.493.4867

Fax the registration form to
312.861.3592

Visit www.ragan.com/summit
Cisco.Ragan.com

Mail the registration form to:
Ragan Communications
111 E. Wacker Dr., Suite 500
Chicago, IL 60601

Early Bird

Register by April 16, 2010 to save
up to \$450!

Start the summit smart

Join us for one of the pre-conference hands-on workshops to benefit from some focused learning. You'll be well-informed, entertained and energized for the rest of the Social Media Summit.

Pre-Conference Workshops • Wednesday, June 9, 2010 • \$345 each

1–4 p.m.

Social media's legal implications, considerations and pitfalls



Featuring Christopher Burgess, Cisco Security, and Van Dang, Cisco Legal

Social media pervades every department, every activity of business and nonprofits. Everything's more open. There are increasingly numerous touch points with customers, clients and partners. With innovation comes the responsibility to learn how to effectively leverage new mediums and tools while knowing how to maintain the security and integrity of your brand.

When done correctly, social media enables you to engage in multiple-way conversation, building brand equity, improving your solutions and leading customers to make purchases. It also opens you up to devastating pitfalls. Employees' behavior directly reflects on the company's reputation. The integrity of your network and intellectual property may be at risk.

Social media is do-able, as long as the structure, strategy and communication about what is allowed are clear and effective.

From both a people and network perspective, this lessons-learned workshop will teach you how to:

- Train your employees to understand the importance of their online actions
- Create an effective and legally appropriate social media engagement policy
- Establish a clear information security policy
- Set boundaries on information your employees have access to
- Securely utilize social media applications for small, midsize or large enterprises

Christopher Burgess is a senior security advisor to the chief security officer of Cisco, where he focuses on intellectual property strategies.

Van T. Dang is vice president and deputy general counsel at Cisco Systems Inc. in San Jose, Calif. She manages a team responsible for a number of areas in legal including digital media and content licensing; privacy and data protection; consumer, retail and subscription business group.

1–4 p.m.

17 social media tools to help communicators save time and money



Pete Codella, Codella Marketing

If you're overwhelmed by the abundance of social media platforms or have a difficult time knowing which tools are best for your online communication efforts, this practical, hands-on workshop is for you.

Make your life easier by learning how to manage the million things you should be doing with social media and put yourself firmly in charge of your online presence.

This popular pre-conference workshop will focus on specific social media, search optimization and online search tools.

You'll learn how to:

- Monitor and automate your Twitter account
- Set-up an RSS reader to stay current on what's being said about you and your industry
- Apply 10 tools you've simply got to use to optimize your Facebook fan page for business

- Understand how your sites stack up when it comes to traffic and search engine optimization
- Generate and read a Google Analytics report
- Grade your Web site and attend to actionable items to boost your traffic and sales
- Aggregate content from multiple platforms to just one
- Update all your social media sites from one location

Pete Codella is accredited in public relations. He operates Codella Marketing and NewsCactus, a Web-based online newsroom software, and co-hosts the Online PR Podcast.

1–4 p.m.

The future is video: A hands-on, how-to video workshop in Cisco's custom studios



Featuring Deanna Govoni, Karen Snell, JoAnn Wilson, Cisco, and Seth Kramer, Ironbound Films

Technology enables us to publish content faster, easier and more expansively than ever before. The Web began with lots of text and little multimedia to break it up. But we're not in Kansas anymore. With the onset of new technology as well as social media, people are not only more attracted to multimedia content, they now expect it.



This pre-conference workshop will take you through the video production process from concept to execution, to promotion. You'll learn an effective multimedia approach and be able to put your new skills to work and experience the feel of high production videos inside Cisco's video production studios. And don't forget about the Flip video camera for one of the easiest and fastest ways to develop and upload content—literally in less than 5 minutes!



Video is a vital part of every marketer's communications toolbox. Don't miss this exciting opportunity to learn about the ways you can elevate your brand.



You'll learn how to:

- Develop informative, creative video concepts and storyboards
- Gather necessary production equipment on both limited and large budgets
- Create a video strategy to meet your goals
- Produce, edit and format your video
- Effectively share and promote your video online

Deanna Govoni is a social media manager at Cisco with a focus on external corporate blogging and social media marketing.

Karen Crocker Snell works with the new media group at Cisco in corporate communications.

JoAnn Wilson has been with Cisco Systems for more than 12 years, the last few years successfully partnering with IT for communication, adoption and deployment of visual networking tools such as C-Vision, MeetingPlace, Sametime, TelePresence and CUVA.

Seth Kramer has been producing, writing, and directing award-winning documentaries for more than a decade. Seth co-directed, co-shot, and co-edited *The Linguists*, which premiered at the 2008 Sundance Film Festival to fantastic buzz, blogs and reviews.

Powerful keynotes

The Social Media Summit shines with some of today's top corporate talent and social media evangelists.

THURSDAY, JUNE 10, 2010

8:30–9 a.m.

OPENING KEYNOTE

The evolution of social media at Cisco



Featuring Jeanette Gibson, Director of Global Social Media, Cisco

Jeanette Gibson will share Cisco's social media strategy and its impact on employee communications, marketing and product innovation. Jeanette will share examples of how Cisco is using social media to increase thought leadership, drive sales and inspire its employees to create conversations

with customers, partners, shareholders and the public.

You'll learn how Cisco is:

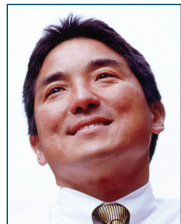
- Extending brand and corporate reputation on the social Web
- Employing the power of video in brand reputation and authentic communications
- Creating consistent social media governance with a global workforce
- Empowering employees with broad internal use of collaborative tools

Jeanette Gibson leads the social media marketing team at Cisco. She is responsible for leading a central organization to provide social strategy, services and consulting across Cisco to expand our brand presence and increase customer connections through the power of social media.

3:30–4:30 p.m.

AFTERNOON KEYNOTE

The art of social media marketing



Featuring Guy Kawasaki, Founding Partner and Entrepreneur-In-Residence, Garage Technology Ventures

Learn from author and popular speaker Guy Kawasaki as he demonstrates how to use social media like Twitter to increase sales and further your marketing reach. This tactical and practical presentation will open your eyes, as Kawasaki

shows what can be done with today's fast, free and ubiquitous online tools.

Guy Kawasaki is a founding partner and entrepreneur-in-residence of Garage Technology Ventures, an early-stage venture capital firm. He is also the co-founder of Alltop.com, an "online magazine rack" of popular topics on the Web—the success of which is attributed to social networking tools such as Twitter. He is considered one of the top 50 most popular bloggers worldwide and was selected by Invesp.com as the #2 Top Marketer of 2008.

4:30–5 p.m.

SPECIAL GUEST

The impact of Twitter in the C-Suite: An open discussion about Twitter



Featuring Padmasree Warrior, Cisco's CTO

Working within Twitter's 140-character limit, Jonathan Schwartz, CEO of Sun Microsystems, expressed both sadness and eloquence while announcing his departure from Sun on Feb. 3, 2010.

Schwartz's post in his @OpenJonathan Twitter stream is just one example of the impact and reach

of Twitter's text message-based microblogging service. It's used by CEOs, celebrities and millions of others around the world. It connects disparate individuals in real-time.

In this interactive Q&A session, special guest Padmasree Warrior will share:

- How she built a Twitter following of more than 1.4 million followers (@padmasree)
- The value of a global online community
- Examples of how Twitter enables real time collaboration

As CTO, Padmasree Warrior helps define Cisco's technological strategy and helps drive innovation across the company, working closely with the senior executive team and board of directors. As an evangelist for what's possible, she pushes the organization to stretch beyond its current capabilities—not just in technology, but also in its strategic partnerships and new business models.

FRIDAY, JUNE 11, 2010

8:30–9:15 a.m.

MORNING KEYNOTE

What's next? Social media trends for corporations



Featuring Jeremiah Owyang, Partner of Customer Strategy, Altimeter Group

Learn how companies must first understand shifts in consumer behavior—like social and mobile trends—then determine how to apply resources to effectively manage consumer adoption.

Jeremiah Owyang, known as the Web Strategist, has blogged since 1996 and is recognized as a top analyst and thought leader. A former senior analyst at Forrester Research, Owyang works closely with clients to deliver successful, long-term strategies that integrate customer and community needs, business objectives and technology.

11:30 a.m.–NOON

CLOSING KEYNOTE

The hype is real: Social media is here to stay



Featuring Carlos Dominguez, Senior Vice President, Office of the Chairman of the Board and CEO, Cisco

Carlos Dominguez speaks worldwide to audiences about how technology is changing everyday life. He embraces social media (which for him includes Facebook, Twitter, blogs and lots of video) and says he views it as a four-step process:

1. Embrace change
2. Experiment with technology
3. Learn
4. Leverage

He considers himself still in the experimentation and learning stage. He says, like a lot of us, trying new things can make him uncomfortable, but you have to ask: What value does it add and how does it help me brand myself?

Carlos' advice is to take the first step to accept change. If you don't embrace change, you'll never know what's out there that can help you.

Carlos Dominguez is a senior vice president in Cisco's Office of the Chairman of the Board and CEO and a technology evangelist, speaking to and motivating audiences worldwide about how technology is changing how we communicate, collaborate and, especially, how we work.

TRACK 1: STRATEGIES AND TOOLS FOR A CORPORATE AUDIENCE

THURSDAY, JUNE 10, 2010

8:15–8:30 a.m.

Welcome



Featuring *Mark Ragan, CEO of Ragan Communications, and Jeanette Gibson, Director of Global Social Media, Cisco*

8:30–9 a.m.

OPENING KEYNOTE

(see details on page 3)

9:15–10:15 a.m.

Increasing brand advocacy with social media



Featuring *Yann Gourvennec, Head of Internet and Digital Media, Orange Business Services*

Learn how Orange Business Services is finding success in social media as a

business-to-business brand. Yann's case study covers how it reaches out to passionate buyers online in ways that advertising can't do, how it uses video, and how it's used social media feedback for the benefit of their ecosystem.

You'll learn:

- The importance of listening and responding via social media
- How to create lasting online relationships with key constituents

Yann Gourvennec has dealt with marketing and innovation for 20 years. He created the Visionary Marketing.com site in 1996. Yann has international experience in the fields of marketing, business development, Internet and e-business, strategy, product/services marketing as well as team management (direct and cross-organizational) in complex international environments, especially in the UK, Continental Europe and the Middle East.

10:30–11:30 a.m.

Brands breaking boundaries and building bridges on the social Web

Featuring *Michael Brito, Vice President, Edelman Digital*

Many companies understand the importance of listening to Web-based conversa-



tions. But the companies that set themselves apart take feedback and do something with it. Brands like Dell and Starbucks have created community sites designed to collect feedback and report on

actions taken. Intel does an excellent job of listening and engaging across the social Web.

This seminar will focus on brands that openly accept community feedback, measure it against business objectives, then implement new initiatives. We'll show how this social attitude makes success certain.

Key insights will include:

- Consumers demand to be heard, and their numbers are growing
- Failure to act is worse than not listening at all
- By taking action, businesses can achieve marketing objectives
- Brands can and will save money by continually listening and acting
- A delighted customer will tell others

Michael Brito brings 12 years of experience in digital marketing to his role at Edelman Digital. His expertise includes digital marketing, social media and integrated brand marketing communications through the social Web.

12:15–12:45 p.m.

LUNCH

30 ideas in 30 minutes

Warning: Expect some Aha! moments—remain calm and keep seatbelts fastened!



Featuring *Kenny Lauer of GPJ*

Have you ever been in a conversation where sparks fly, synapses fire, ideas swirl and connections happen? Grab your notepad and come join us

for 30 minutes of social media stimulation.

Expect this idea-crammed session to weave in and out of tips to be used immediately, strategies to implement and eye-opening nuggets for future thinking.

We will cover such things as:

- Ways to use social media now
- Tips and tricks to “step up” your social media efforts
- New dimensions on how to think about social media
- The future of social media
- This session promises to keep you thinking long after 30 minutes are over.

Kenny Lauer is Executive Director, Digital Experience at George P. Johnson, where he leads GPJ's worldwide Digital practice.

1–2 p.m.

The journey to enterprise 2.0: Opportunities, challenges and lessons learned



Featuring *Len Devanna, Director of Digital Strategy, EMC Corporation*

The business world is undergoing a dramatic transformation as organizations embrace new ways of communicating and engaging their audiences. Silos are being demolished; employees are finding new ways to collaborate, and communications across all levels of companies are becoming genuinely and irreversibly bi-directional.

Organizations that embrace digital communication and keep pace with this evolution will thrive in tomorrow's marketplace. The next generation workforce not only wants this from their employers, they expect it. As corporate transparency becomes the new norm, your workforce must become proficient in this digital space, understanding how to serve as effective ambassadors for your brand.

This session will provide:

- An overview of the transformation of a Fortune 200 brand from a 1.0 to a 2.0 culture
 - Challenges and lessons learned during the continuing journey
 - Thoughts on how to encourage participation, even from those less comfortable with social tools
 - Real world examples of impact to the brand
- Len Devanna* is the director of digital strategy at EMC Corporation. He's been helping EMC develop its digital ecosystem for more than 10 years, most recently concentrating on social media adoption and enterprise 2.0 proficiency across a global workforce of more than 40k employees.

2:15–3:15 p.m.

Can 11,000 employees speak with one voice? How SAS is taking social media from grass roots to an integrated strategy



Featuring *David B. Thomas, Social Media Manager, SAS*

In 2007, SAS, the business analytics software and services company, had one corporate blog. Now it has 19 blogs, a growing

corporate presence on Facebook, LinkedIn, YouTube and Twitter, and social media guidelines and recommendations that encourage

employees from all over the company to participate. The SAS journey isn't over, and it hasn't always been easy.

David B. Thomas, social media manager at SAS, has spent the last 18 months helping SAS plan and incorporate social media participation into its global operations. In this workshop he'll show you what's worked and what hasn't. Dave will address key topics of "operationalizing" social media in a midsize-to-large enterprise, including:

- Deciding who should own social media in your organization now and in the future
- Writing social media policies your employees will actually read
- Integrating social media without adding headcount
- Overcoming objections and breaking down silos
- Keeping the momentum going after the honeymoon is over
- Implementing simple strategies to get started

David B. Thomas is social media manager at SAS, where he is responsible for creating and communicating social media strategy for the company's worldwide operations.

3:30-4:30 p.m.

AFTERNOON KEYNOTE

(see details on page 3)

4:30-5 p.m.

SPECIAL GUEST

(see details on page 3)

5:15-7 p.m.

Evening cocktail reception courtesy of Cisco Systems

(see details on right)

FRIDAY, JUNE 11, 2010

8:30-9:15 a.m.

MORNING KEYNOTE

(see details on page 3)

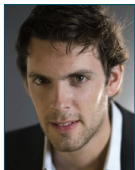
9:30-10:15 a.m.

The marketing and PR battle: Who really owns social media?



Moderated by Jeanette Gibson
Panelists: Autumn Truog, Cisco; LaSandra Brill, Cisco; Alex Teplitxky, Crimson Consulting; Ken Kaplan, Intel

When it comes to social media, you may have many anxious participants in your organization: the marketing department, the PR department, the product development team, customer



service, etc. But which department ought to 'own' your company's social media outreach, or does it require joint ownership?

This panel will discuss which model works better, a centralized, hub-and-spoke approach to social media engagement. They'll also address budget and staffing considerations.

You'll learn:

- Effective social media management for large and small corporations
- How to select authentic voices for your social media campaign
- The importance of maintaining your brand through social media

10:30-11:15 a.m.

The P. Diddy method for community manager success



Featuring Robert Duffy, Intel
Companies are most successful at building a community when they function as facilitators and fully engage with constituents. They can be schooled by the mack-daddy player of hip hop, P-Diddy,

AKA Sean "Puffy" Combs, and his success as a music business magnate. P-Diddy's three-point plan for community success:

1. Build a posse
2. Throw awesome parties
3. Go on road trips

Learn how Intel engaged with team members to get decision makers to collaborate and communicate around an Intel business product using community building methods à la Sean "P-Diddy" Combs.

You'll learn how to:

- Get connected and build relationships to accomplish objectives
- Ensure your programs are seen as relevant portions of the conversation

Intel social media strategist and co-author of Intel's external social media policies and guidelines, Robert Duffy is focused on community evangelism around gaming and media for netbooks, mobile internet devices and handheld devices.

11:30 a.m.-NOON

CLOSING KEYNOTE

(see details on page 3)



Cocktail reception

THURSDAY, JUNE 10

5:15-7 p.m.

Evening cocktail reception courtesy of Cisco Systems

Everyone's invited to an opening night cocktail party with plenty of hors d'oeuvres, drinks and tours of Cisco's facilities. Cisco online meeting and TelePresence technology will be demonstrated, and Internet-enabled kiosks will be available for bloggers and video bloggers to share observations from the conference. You'll enjoy appetizers, drinks, stimulating conversation and experience multimedia that only Cisco and this Ragan Communications Social Media Summit can deliver.

Join your colleagues at this great networking event held at the Cisco Headquarters. The venue is located in San Jose, in the heart of Silicon Valley near San Jose International Airport. You will have the opportunity to demo the innovative Cisco TelePresence and experience live, face-to-face communication over the network that empowers you to collaborate like never before. You won't want to miss this special event!

TRACK 2: CASE STUDIES OF CONSUMER INITIATIVES

THURSDAY, JUNE 10, 2010

8:15–8:30 a.m.

Welcome



Featuring *Mark Ragan, CEO of Ragan Communications, and Jeanette Gibson, Director of Global Social Media, Cisco*

8:30–9 a.m.

OPENING KEYNOTE

(see details on page 3)

9:15–10:15 a.m.

We're not in silos anymore, Toto



Featuring *Kira Wampler, Group Marketing Manager, Intuit*

Social media allows large corporations to be human by breaking down the barriers between customer and company. However, in most companies, barriers still exist between teams. Who “owns” Twitter, Facebook and YouTube—PR, marketing, customer support? And do your customers really care?

Learn from the experiences of the small-business team at Intuit, where silos are coming down daily. Learn how the team took partnership seriously, resisted the urge to “own” and delivered strong business performance as a result.

This case-study will show you how to:

- Love your legal, finance and security partners
- Make the matrix work for you by connecting central team and business unit/product team goals
- Transform your organization when marketing, customer support and product teams partner around customer outcomes
- Tap the power of your employees' engagement to spread an authentic experience on the social web

Kira Wampler is managing director and head of the Silicon Valley practice for Ant's Eye View. Ant's Eye View, founded in 2009, is a leading social media strategy development and consulting firm that helps guide companies like Microsoft, Cisco, Walgreens and Apple through the process of transforming customer experience and brand engagement.

10:30–11:30 a.m.

Maximize your social media ROI



Featuring *Philippa Gamse, Websites That Win International; Lionel Menchaca, Dell (via Telepresence); Sean O'Driscoll, Ant's Eye View*

Communicators, executives and controllers increasingly need proof of return on investment for social media initiatives, and considering current economic conditions, rightly so.



However, many businesses leave money on the table and fail to take full advantage of revenue-generating opportunities from their online presence. In many cases, companies don't know about these

losses, or how to detect them.

This panel discussion will provide guidance to set a clear, strategic 30,000-foot view for your social media activities. Are you supporting existing goals and objectives? How will you know if you're successful?

You'll learn how to:

- Define strategies for your social media presence, ensuring support for your business and allowing you to effectively measure results
- Derive meaningful and actionable intelligence, not just feel-good numbers, from your Web analytics to direct ongoing improvements
- Designate appropriate management and implementation personnel, with an appreciation of the skills and knowledge required for each role

12:15–12:45 p.m.

LUNCH

30 ideas in 30 minutes

A consumer track discussion



Featuring *Brian Seethaler, Redirect Community*

Have you ever seen conference attendees writing so fast that their hands cramp? Get ready to take some serious notes.

We'll spend a portion of lunchtime discussing specific social media tools that can help you reach consumers. We'll share real-world, proven strategies and tools for using social media to engage outside constituents and promote your organization. *Brian Seethaler is the managing director at Redirect Community, a Salt Lake firm that develops and*

implements advanced technology and program planning strategies to help nonprofits communicate with supporters and their communities at large, with the primary goal of increasing community investment in the nonprofit mission.

1–2 p.m.

How to pitch a search engine



Featuring *Janet Thaeler, Social Media Specialist, OrangeSoda*

PR pros think of publics when crafting messages, but sometimes forget to include search engines in their planning. While a search engine may not be a “traditional” public, 70 million people get their news online every day. Knowing what works for a search engine to maximize your news reach is a skill set you should, and can master. Learn how to reach this untraditional and often misunderstood public.

You'll learn:

- The top online news sources and how to reach them
- The benefits of pitching a search engine and how it changes your pitch
- Tools and sites to use in crafting a killer online press release
- How to use LinkedIn as part of your online PR strategy
- The importance of keywords and where to find and put them

*Janet Meiners Thaeler is the author of *I Need a Killer Press Release, Now What???* and a recognized expert in the field of search engine optimization, social media and crafting press releases for the online world. Her presentation, “Creating a Killer Publicity Strategy with Online News Releases” for PRWeb earned her a spot on PR Web's list of “Best PRWeb Webinars of 2009.” She's a social media specialist and part of the SEO team at OrangeSoda.*

2:15–3:15 p.m.

The impact of social media upon corporate and social responsibility



Featuring *Art Stewart, MPM, President & Chief Strategy Officer, Stewart Strategies Group, LLC*

Responsibility issues are now top-of-mind for C-suite leaders as organizations reshape their business models and practices with a renewed emphasis on competence, authenticity and accountability. Business is testing, learning and adapting to new expectations for sustainable competitiveness built upon authentic corporate and social responsibility initiatives.

Social media has become a driver in responding to external market forces and in creating new interdependencies for business success. In this session, Art will examine the factors influencing change for business in the now responsibility-centric landscape, and how organizations leverage social media for engagement that achieves integrity-based citizenship and sustainability for the enterprise.

Attendees will acquire:

- A deeper understanding of how a shift to responsibility is reshaping business strategy
- A grasp of the changes taking place in relationships—with customers, shareholders, channel partners and suppliers, watchdogs and advocates, regulators, and the public—that are being driven in large part by social media
- Recognition of what to fear, what to embrace; social media management strategies that better equip you for the external market forces you cannot control
- A greater ability to capitalize on the “responsibility movement”; figuring out what works for your organization and leveraging social media in the mix for achieving new competitive leadership

Art Stewart, has more than 25 years of experience across the spectrum of his profession, including 17 years as head of his own independent consulting firm.

3:30–4:30 p.m.

AFTERNOON KEYNOTE

(see details on page 3)

4:30–5 p.m.

SPECIAL GUEST

(see details on page 3)

5:15–7 p.m.

Evening cocktail reception courtesy of Cisco Systems

(see details on page 5)

FRIDAY, JUNE 11, 2010

8:30–9:15 a.m.

MORNING KEYNOTE

(see details on page 3)

9:30–10:15 a.m.

Next stop for brands: Social service. Thoughts from Wells Fargo Bank on providing customer service using social media

Featuring Joel Nathanson, Vice President, Social Media Programs, Enterprise Marketing, Wells Fargo & Company

There's a growing consumer expectation that



brands will not only be participating online, but also actively listening and responding with solutions. For the past year, Wells Fargo has been extending retail customer service to customers through pilot channels on

Twitter at @ask_wellsfargo and @Wachovia.

But customer service on third-party platforms is not exactly a turn-key solution and there are many decisions to make along the way.

Joel will offer five points to consider when building your social service program:

- Establishing program goals
- Choosing a voice
- Establishing boundaries
- Incorporating infrastructure
- Metrics

Joel Nathanson has been with Wells Fargo for the past seven years. He focuses on strategy and execution for Wells Fargo's public-facing social media programs which include blogs, Facebook, Twitter, YouTube and general engagement strategies. In a previous position, Joel managed projects that focused on enhancing the retail customer experience.

10:30–11:15 a.m.

Going online 2 connect IRL (In Real Life)



Featuring Deidre Mize, National Campaign Manager, Hallmark Cards Inc.

A look at how Hallmark uses social media in an integrated, strategic way to reach consumers with “in real-life” greetings.

In this case-study-driven session you'll:

- Learn how Hallmark uses new and changing mediums in a strategic way to promote its products and services.
- Delve into Hallmark's strategy for maintaining relationships with online influencers.
- Look at how traditional and social media both play important roles in Hallmark's comprehensive, strategic public relations campaigns.

Deidre Mize has spent 13 years at Hallmark in various communication and public relations roles. In 2008 she was promoted to her current role as national campaign manager, in which she works to strategically develop and oversee national public relations campaigns in conjunction with the company's overall integrated marketing communications efforts.

11:30 a.m.–NOON

CLOSING KEYNOTE

(see details on page 3)



About Cisco Systems corporate headquarters

The worldwide headquarters for Cisco Systems is in the heart of Silicon Valley. The campus spans 50 buildings and is home to more than 20,000 employees. “Welcome to the human network,” is synonymous with Cisco, as it enables all of us to be connected.

The Social Media Summit will be held in the company's 300-seat conference room and will be broadcast to multiple Cisco TelePresence locations for a virtual “in-person” experience, as well as via WebEx, which enables the elimination of boundaries and distances, enabling everyone to participate.



Ragan Communications presents: An event hosted by Cisco Systems

Social Media Summit

Cisco Systems Headquarters
San Jose, Calif. • June 9-11, 2010

Web 2.0 strategies for PR, Marketing & Corporate Communicators

Register

Call 800.493.4867

Fax the registration form to
312.861.3592

Visit www.ragan.com/summit

Mail the registration form to:
Ragan Communications
111 E. Wacker Dr., Suite 500
Chicago, IL 60601

Registration

Yes! I will attend.

- ☐ My check for \$_____ is enclosed.
- ☐ Charge my credit card:
☐ MasterCard ☐ Visa ☐ American Express ☐ Discover
- ☐ Please send me an invoice (Make checks payable in U.S. dollars to Lawrence Ragan Communications)

Cancellations

All cancellations are subject to a \$150 service fee (per attendee). Before April 23, 2010, you will receive a refund of your payment minus the service fee. After April 23, 2010 your payment will be credited toward a future Ragan event, minus the service fee. Registrants who fail to attend and do not cancel prior to the event are not entitled to a credit or refund of any kind. No exceptions.

Early-bird registration deadline: April 16, 2010

Pre-Conference workshops • \$345 • Wed. June 9, 2010

1-4 p.m.

- ☐ **Social media's legal implications, considerations and pitfalls.**
With Christopher Burgess, Cisco Security, Van Dang, Cisco Legal
- ☐ **17 social media tools to help communicators save time and money.**
With Pete Codella, Codella Marketing
- ☐ **The future is video: A hands-on, how-to video workshop in Cisco's custom studios.** With Deanna Govoni, Karen Snell, JoAnn Wilson, Cisco and Seth Kramer, Ironbound Films

Live webcast

- ☐ **Can't attend this conference in person? Register for a live webcast of the event.** Details at www.ragan.com/summit-webcast.

Conference Information

Cisco Systems Building J, 255 W. Tasman Drive, San Jose, CA 95134.
For hotel and travel details please go to www.ragan.com/summit-hotels

REGISTRATION FEES	Standard conference price	After early bird deadline	Early bird discount price
RAGAN SELECT MEMBER	\$945	\$845	\$745
NON-MEMBER	\$1,195	\$1,095	\$995

Attendee's name		Title
Organization's name		
Address		
City	State	ZIP/Postal code
Telephone	Fax	E-mail
Name on credit card		
Credit card number	Expiration	

NOT A RAGAN SELECT MEMBER? USE THIS PREFERRED CUSTOMER CODE TO SECURE YOUR DISCOUNT OFF THE STANDARD CONFERENCE RATE

RAGAN SELECT MEMBERS: LOG IN TO SECURE YOUR SELECT MEMBER DISCOUNT NOW.

LAWRENCE RAGAN
COMMUNICATIONS, INC.



111 E. Wacker Drive, Suite 500
Chicago, IL 60601