

Monday October 18
2:15 to 3:45 p.m.

Social Media: The Potential for Your Centre

Social Media has changed the face of marketing. Through tools such as Facebook, Twitter, Linked In and You Tube, Melissa will give you a better understanding of the world of social media and how to use it to your advantage when marketing your centre and its services online. From campaigns to conversations, Melissa will have you rethinking the traditional, exploring the new, and experiencing the unknown. Listen - Engage - Experience. Harness the power of Social Media and learn how to develop content that is engaging, sincere and relatable.

Key Learning Objectives:

1. You will be provided an overview of all Social Media opportunities
 2. You will learn how it all works and help you decide if Social media will benefit you or your centre
 3. You will learn practical ways that your centre can implement, anticipate and measure results.
- (Delete time, room location and code)

Melissa Schenk is a motivated, creative, and successful entrepreneur/TV personality who speaks from experience. Originally from Stratford, Melissa's career began in broadcasting at 1240 CJCS. A graduate of Fanshawe College's Television Broadcasting Program, Melissa interned with CNN in Uganda. A love of travel, lead her abroad working as a Port Lecturer on cruise ships. She later returned to Southwestern Ontario and began working as a weather announcer for CTV, as well as launching her own Production Company-MS2 Productions-which helps business'

evolve with the next generation of video marketing and corporate storytelling online (www.ms2.ca)
Wearing many hats currently as a business owner, weather anchor on /A\ News in London and part-time teacher at Conestoga College, Melissa will take you on a journey through Social Media and teach you how to make a name for yourself and will have you answering the question-How will you be remembered?