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SAN DIEGO CHAPTER

The Society for Design Administration

An Affiliate of the American Institute of Architects

The Society for Design Administration advances management and administrative professionals in the A/E/C industry.

SOCIAL MEDIA FOR DESIGN FIRM MARKETING

November 19, 2009

Conducted by:

**David Lecours, Creative Director
Lecours Design**

Hosted by:

**Newschool of Arch + Design
1249 F Street, San Diego 92101**

There is a lot of buzz about Social Media. But what exactly is it and what tools are available? Join us for a presentation by a panel of experts as they discuss the four most prolific forms of social media: Microblogs (Twitter), Blogs, E-Mail Marketing, and Social Networks (Linked-in). Expect to learn some pros and cons of each medium and determine what's right for your firm.

Date:	Thursday, November 19, 2009
Time:	Dinner Meeting: 5:30 – 6:00 pm Networking; 6:00 -7:00 pm Presentation Questions? Call Jamie Shirey 760-445-4959
Location:	Newschool, 1249 F Street, San Diego 92101, 619.235.4651
Cost:	Meeting Fees: Members \$20; Member Firms \$25; Non-Members/AIA Members \$40; Late Registrations \$50
RSVP by:	5:00 pm, Thursday, November 12, 2009 Fax this form to: Leslie Cattaneo @ (619) 239-9852 or email reservation to: lcattaneo@rjcarh.com
Name(s):	_____
Firm:	_____
Address:	_____
Email:	_____

Please specify if you require a vegetarian meal.

Because our meetings are catered, 24 hours' notice is required for all cancellations.

No-shows will be billed.

PANEL OF EXPERTS INCLUDES:

David Lecours is Creative Director at *LecoursDesign.com*, a brand communications and marketing firm serving the A/E/C industry. His client list includes Tucker Sadler, Island Architects, KTU+A, T.B. Penick, Rick Engineering and Randall Lamb. David has served on the boards of SMPS and USGBC San Diego chapters. He authors a marketing blog at www.davidlecours.wordpress.com



Midori Connolly owns *Pulse Staging and Events*, an event production company based in San Diego, CA. She has successfully used Microblogging/Twitter for several event marketing campaigns and sustainability initiatives. Her recent efforts include promoting the Million Tons of Trash Challenge for the Green Meetings Industry Council.

Becky Carroll is president and founder of *Customers Rock!/Petra Consulting Group*, a consultancy focused on engaging customers through conversation, social media, and WOW customer experiences. Becky's clients have ranged from Fortune 100 companies such as EA, HP, Fujitsu, and Ford to start-ups and non-profits. She is the author of the business blog Customers Rock! (www.customersrock.net) and teaches the class "Marketing via New Media" at UCSD.



David Oates is the Founder and President of *Stalwart Communications*, a Pay-on-Performance PR and Marketing firm based in San Diego. His firm caters to small and medium-sized companies of various industries and sizes with both traditional and online PR services.