

Leveraging Social Media Tools and Techniques for Greater Personal Effectiveness Inside and Outside the Corporate Environment

Thursday, March 25, 2010

At Red/Seven restaurant by Wolfgang Puck at the Pacific Design Center

Pre-meeting Presentation @ 6:00 pm • Hors d'Oeuvres 6:30 to 7:30 pm
Program @ 7:30 to 9:00 pm

Tony Karrer – CEO/CTO of Techempower

Rodolfo Rosales – Emerging Technologies Consultant, HaigBarrett

Stuart Fried – Career and Job Search Coach

Marjorie Kase – Co-founder of MarKyr Media and founder of Blogger Reps

AITP is launching a new event at a great new venue: The Pacific Design Center.

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Now that Social Media are maturing as tools in the workplace, AITP wants to help you better understand these tools, their benefits, and see real life examples of success, for better informed decisions and more effective marketing of your ideas.

- Learn how social media can improve your effectiveness as a knowledge worker – to make a greater impact in your company.
- Learn how to use social media to best advantage in marketing yourself.
- Learn which social media are appropriate for which purpose.
- Discover how to leverage the power of the crowd to extract information.

We're featuring presentations and panel discussion by experts on Linked-in, Facebook, and other internal and external social media tools. They'll share best practices and useful ways to leverage these tools to maximum advantage. This includes tools such as:

- LinkedIn for Expertise Location
- Social Bookmarking as extended Memory
- Blogs as a Learning and Networking Tool
- RSS Readers as a Personal Information Radar
- Twitter and/or Facebook.

SPECIAL 6:00PM PRE-MEETING on Advanced Features of Linked-in:

Stuart Fried, an independent executive coach, will discuss advanced features of Linked-in, and how to use them to market yourself more effectively.. **Get there early** for this valuable presentation.

Bring your business cards and plan to socialize and network with your peers at the Red/Seven restaurant by Wolfgang Puck at the Blue Whale, Pacific Design Center.

[CLICK HERE TO REGISTER](#)

RESERVATIONS: use the link to preregister: <https://www.acteva.com/go/aitpla> Reservations are required! Reserve by Monday, March 22nd to guarantee a spot at this popular event!

PRICE: Hors d'oeuvres & Program: In advance \$20. At the door \$25. For more information, call the chapter telephone at (562) 928-5353, contact Roger Lux at (562) 964-1888, or visit www.aitp-la.org.

LOCATION: Red/Seven restaurant at the Pacific Design Center (Blue Whale) at 700 N San Vicente Blvd., West Hollywood, CA 90069 310-289-1587 It is located on San Vicente between Santa Monica Blvd and Melrose Avenue. Enter the parking structure from Melrose.

From the 405: go east on the 10 freeway to LaCienega. North on LaCienega past Wilshire to San Vicente; Left on San Vicente then veer right onto North San Vicente. Continue to Melrose, and turn right. Get into the left lane, and turn into parking for the Pacific Design Center. Restaurant is upstairs.

From the 10: get off at LaCienega. North on LaCienega past Wilshire to San Vicente; Left on San Vicente then veer right onto North San Vicente. Continue to Melrose, and turn right. Get into the left lane, and turn into parking for the Pacific Design Center. Restaurant is upstairs.

From the 101: exit at Highland, go south to Melrose Avenue, turn right (west). Go past La Cienega to the Pacific Design Center on right. Turn into parking immediately as you approach the building. If you reach San Vicente, you've gone too far. Restaurant is upstairs.

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Technisource – provider of technology staffing and recruitment, turnkey technology solutions, and IT consulting including strategy, application management, infrastructure management, and IT outsourcing.

National University -- offering Bachelors and Masters degrees in Computer Science and Information Systems at a campus right here in LA. Visit their website at <http://www.nu.edu/Locations/SouthernCalifornia/LosAngeles.html>

ABOUT OUR SPEAKERS

Tony Karrer – CEO/CTO of TechEmpower

Dr. Tony Karrer is CEO/CTO of [TechEmpower](#), a [Los Angeles Web Development](#) firm, and is considered one of the top technologists in e-Learning. He has twenty years' experience as a [CTO](#). Dr. Karrer taught Computer Science for eleven years. He has been the CTO for several start-ups, most notably eHarmony. His work in social media, e-Learning and Performance Support has won awards and has led him into engagements at many Fortune 500 companies including Credit Suisse, Royal Bank of Canada, Citibank, Lexus, Microsoft, Nissan, Universal, IBM, Hewlett-Packard, Sun Microsystems, Fidelity Investments, Symbol Technologies and SHL Systemhouse. Dr. Karrer was valedictorian at Loyola Marymount University, attended the University of Southern California as a Tau Beta Pi fellow, one of the top 30 engineers in the nation, and received a M.S. and Ph.D. in

Computer Science. He is a frequent speaker at industry and academic events. Read more: <http://elearningtech.blogspot.com/#ixzz0hC6L5nzt>

Rodolfo Rosales – eLearning & Emerging Technologies Consultant, HaigBarrett

Rudy is a Web 2.0 evangelist who uses social technologies to drive implementation in support of evolving business initiatives. He is the champion for community learning, social media & emerging technologies for Haig Barrett, Inc. As a Web 2.0 & Collaboration thought leader, he adds creative solutions to knowledge management & training programs. Rudy is the proverbial "hacker" that comes into a business unit, takes a critical look at learning programs & proposes fresh approaches utilizing sound educational methodology, adult-learning principles, & Web 2.0 elements to influence change.

He has successfully managed and implemented enterprise-grade social networks for both niche communities and larger international dealers. He has developed strategy and web 2.0 business processes to support an Automotive organization's web-based training portal of over 80,000 end-users. His work includes development of a wiki / social network to support internal business processes. He is a member of ASP-OC/LA and ASTD LA. Website is www.haigbarrett.com

Stuart Fried – Career and Job Search Coach

Stuart Fried is an experienced and passionate career and job search coach with more than 25 years in career exploration, career change and outplacement, corporate Human Resources with a Fortune 50, executive search and contract recruiting, workshop development and delivery, and psychotherapy. As a recruiter, he specialized in the accounting, audit and IT fields. He holds a Bachelor's degree in Accounting and Marketing, and a Masters degree in Clinical Psychology. Stuart utilizes his real life experience and expertise to provide realistic and useful solutions to your career and job search challenges. He provides individual coaching services, as well as a variety of career and job search workshops and webinars.

Stuart has worked with thousands of clients in a variety of positions from staff to partner and C-level, across a broad spectrum of industries. He has been very successful at developing and maintaining relationships with his clients throughout the years. He has a LinkedIn network of more than 1100 direct connections and a total network of more than 8 million. Website is <http://careerspecialist.net>

Marjorie Kase, co-founder Markyr Media

Marjorie Kase holds 15 years experience in online marketing, publicity, and content production in the entertainment and tech space. Prior to co-founding Markyr Media, Marjorie Kase founded Blogger Reps, a social media public relations firm located in San Francisco and Los Angeles. The Blogger Reps Network, comprised of top entertainment and tech sites, possesses a collective reach of over 44 million unique monthly visitors and 420 million monthly page views. See more at www.markyr.com and www.bloggerreps.com

A former member of the Television Critics Association (TCA), Marjorie was the Managing Editor of the entertainment blog, TV with MeeVee. There, she oversaw all editorial and marketing efforts, blogger relations, TV network relations, and red carpet reporting. Prior to joining MeeVee, Marjorie held promotions project management positions at Yahoo, Red Bull GmbH, and Yoyodyne Entertainment.

Her written and on air work has appeared in print publications, on websites and networks such as Common Sense Media, AOL, Netflix, iVillage, AfterEllen, BlogCritics, AdRants, Rolling Stone Australia, Sassy Magazine, MTV News, and the Razorfish Sub (RSUB) Network, which currently resides in the permanent collection of SFMOMA. She has guest lectured at UCLA, USC, and UT Austin and has spoken at a number of social media conferences including, BlogWorld Expo, BloggerCon, WITI Social Media Conference 2009, WITI Virtual Social Media Summit, and Social Media Week NYC 2010. .

Marjorie holds a B.A. in American History and Film from Oberlin College, and an M.A. in Media Studies from the University of Texas at Austin