



THE SACRAMENTO CHAPTER OF THE INTERNATIONAL ASSOCIATION OF ADMINISTRATIVE PROFESSIONALS PRESENTS...

INTEGRATING SOCIAL MEDIA INTO YOUR MIX Easy as 1-2-Tweet!

Presented by Andrea Shaw, AVP

Dive into the world of social media with this interactive session, where you'll learn how to use platforms such as Twitter, Facebook, and LinkedIn to power through market challenges (such as recruitment, retention and engagement, placement) and connect with your audience in their community. Gain hands-on experience using social media tools during the session and learn the simple, effective steps to successful social media.

Andrea Shaw, AVP, has over 20 years of experience in the education arena and is currently the Director of Marketing at Pearson Learning Solutions. Andrea holds an Economics degree from Cornell University and an MBA from the University of Virginia.

**Please join us at
5:30 p.m. on Tuesday, August 10, 2010**

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|---|---|
| <input type="checkbox"/> Member - \$20.00 | <input type="checkbox"/> Guest - \$20.00 |
| <input type="checkbox"/> Retired Member - \$16.50 | <input type="checkbox"/> Program Only - \$10.00 |

Bring a guest, get \$5 off!

**Please remember: if you register and find that you cannot attend, please call and cancel. No shows will be invoiced.*

Member Name _____

Phone _____ E-mail _____

Guest Name _____

Phone _____ E-mail _____

Please RSVP by **Friday, August 6**
Email: info@iaap-sac.org

For additional information, contact
Sandi White at sandi.white@mwhglobal.com
Phone: (916) 418-8368
Fax: (916) 418-8522



MEETING SCHEDULE

- 5:30 - Networking
- 6:00 - Call to Order/Introductions
- 6:15 - Program / Dinner during Program
- 7:15 - Business Session / Raffle Drawing
- 8:00 - Adjourn

MEETING LOCATION



MWH

MWH Office
3321 Power Inn Road, Suite 300
Sacramento, CA 95826

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