

digit@ di@logue

CONVERSATIONS ABOUT NEW MEDIA

Thursday 11.06.08 / 5:30-7pm

“Social Media Strategies, Web 2.0 and Advertising on the Move”

Signature Club in Lansdowne

The **Lexington Advertising Club** is hosting an event that will help you understand the basics about search engine marketing, Web 2.0, and other marketing and advertising topics as they relate to the Internet. Our event is designed to be an **introductory event** for you. If you know the “S” in SEO stands for search and that’s the extent of your SEO knowledge, then this event is perfect for you. We’re going to talk about topics like:

- **What is Web 2.0 and how does it apply to my business?**
- **Search engine strategies: why they matter and how the engines can bring you new clients**
- **Online advertising: getting started**
- **Do I need a blog?**
- **Can I easily learn more about my clients, my company, and my competitors using these tools?**
- **How do I manage all this?**

Come with questions.. We’re hosting an open event and bringing in local experts so you can learn from their experiences.

Bring a friend. The event is open to everyone. When you leave, you’ll have specific, actionable items to help your company. **Two examples:** “The top 10 items to review on your web site” and “Blogging tips for companies”.

EVENT DETAILS

5:30 p.m. - 6:00 p.m.
networking / appetizers / cash bar

6:00 p.m. - 7:00 p.m.
digit@l di@logue panel discussion

\$10 to attend. Register online at
lexingtonadclub.com/rsvp.html
(pay online or at the door)

The panel discussion starts at 6pm and features Jason Falls, Nick Huhn and Scott Clark. Bill Dotson will moderate the discussion.

Our Panelists:

Nick Huhn

Nick works with companies to help them make the best use of the web. He’s worked at or with organizations you know: Papa John’s, Norton Healthcare, YUM! Brands. He’s a self-proclaimed creative versatelist – meaning he likes to be involved in a lot of creative endeavors. Nick lives in Louisville with his wife and daughter.

www.nickhuhn.com

Scott Clark

Scott starting working in website development and internet marketing in 1994 while in Silicon Valley. Currently he spends most of his time working in the fast moving worlds of organic and paid search optimization, social medial marketing, split and multivariate testing of website offers, and integrated marketing strategies. He is an accredited Google Adwords Professional, a Yahoo! Small Business Partner, A Yahoo! Search Marketing Ambassador, and hold several certifications in web marketing skill sets. **www.sitecreations.com**

Jason Falls

Jason is the Director of Social Media at Doe Anderson Advertising in Louisville. Jason’s accomplishments include increasing online exposure for top brands, a 50% increase in PR for a national ad campaign, and developing multiple online marketing and advertising campaigns. He is also one of the founders of the Social Media Club in Louisville.. **www.jasonfalls.com**

Moderator - Bill Dotson

Bill recently purchased WebMedley – a web, e-mail, and domain name hosting company working with over 800 clients – and consults for a few companies interested in growing through the use of Internet technology. He lives in Lexington with his wife and three boys. Bill’s Company site: www.webmedley.com and personal site: **www.billdotson.com**