



Diving Deep: Advanced Social Media Strategies

Tuesday, June 28, 2016; 8:30-10:30am

The Carnegie Center of Stockton University
at the corner of Dr. MLK Jr. Blvd. and Pacific Ave., Atlantic City

So you've mastered the basics of social media and you're ready for more? Join us as Susan Adelizzi-Schmidt, President of the award-winning Suasion Communications Group, takes a deeper dive into what makes a business succeed on social media. Learn advanced social media strategies to effectively engage your audience and build customer loyalty, including the latest on the best times to post, gaining more likes, increasing conversion rates, verifying a Facebook account, finding and engaging influencers, analyzing social media reports and more. If you would like more information on Suasion, please visit suasionmarketing.com. Bring your laptops and/or mobile devices for this interactive program. A Continental breakfast will be served and free wireless provided.

Cost is \$20 in advance or \$30 at the door (limited to 75 total attendees). All proceeds will benefit the Public Relations Council Scholarship Fund.

Pre-register by Friday, June 24 by 4 p.m. through Eventbrite at: <http://ow.ly/SsKt300yeA4>

This workshop will conclude our current luncheon meeting season. Join us again Tuesday, September 27, when our speaker will be Jim Cawley, President and CEO of United Way of Greater Philadelphia and Southern New Jersey, presenting "Advocacy and Communication for Nonprofits."

About Our Speaker



Susan Adelizzi-Schmidt

President, Suasion Communications Group

Susan Adelizzi-Schmidt, MBA, is president of Suasion Communications Group - an award-winning marketing and public relations agency based in Somers Point, N.J. Susan leads a team of creative professionals who execute highly successful branding, public relations, and digital marketing campaigns. Suasion is the winner of 2016, 2015, 2014, 2011, 2010 & 2009 New Jersey Governor's Awards for Tourism Excellence; 2015 Gold and Silver HSMAI Adrian Awards, and two 2013 Ragan's PR Daily Awards (Best Branding Agency & Best Green Initiative). Susan also proudly serves as an adjunct professor at Stockton University.

About Our Sponsor: Stockton University

This program is sponsored by the Carnegie Center of Stockton University. Stockton University is in the Top 15 Public Regional Universities of the North, ranked at #12 by U.S. News & World Report in its 2016 edition of "America's Best Colleges." Stockton was recognized as an institution with small class sizes, opportunities for faculty-mentored research and a beautiful campus in the Pinelands National Reserve, that combine to deliver the value of an elite private institution at an affordable public price. **Free Parking with Registration - A parking permit will be e-mailed to registrants the day before the workshop.**

Public Relations Council of Greater Atlantic City

PO Box 1871 • Atlantic City, NJ 08404



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