



**Business and
Technical
Communication
Program
presents...**

Social Media

LEARN HOW TO TARGET
SOCIAL MEDIA JOBS IN CENTRAL TEXAS!

Social Media Communication Forum



**Meet Shama Hyder Kabani, author of
*The Zen of Social Media Marketing***

Among her many awards and accolades, she is best known as a web & TV personality, and serves as the face of today's digital world. Kabani was named "Top 25 Under 25 Entrepreneurs in North America" by *Business Week* magazine.

Meet Anne Gentle, author of

"Conversation and Community: The Social Web for Documentation."

Gentle is recognized as one of the Top Ten Technical Communication Influencers in 2011 by **MindTouch**. Gentle is an Austin native and provides direction for professional writers who specialize in creating online content with wikis and user-generated articles and comments.



Meet Leslie Hancock, the communications Swiss Army Knife.

She writes, speaks, listens, researches, instructs, persuades, and connects. As a communications consultant and educator, Hancock has ridden the wave of technology into the modern information age. She helps companies hone their message and enhance their public relations efforts. As a faculty member at ACC, she teaches social media communications courses.



Saturday, March 31, 2012

Eastview Campus ♦ Austin Community College

Room 8500 ♦ Multi-purpose Room

12:00 p.m. to 4:00 p.m.

SEATING IS LIMITED

More Info: <http://www.austincc.edu/BTCM>

Likely Vendors include: Facebook, Google, Mozilla, BizarreVoice, Gowalla, Yelp.com, Dell, Inc., The Zen Marketing Group, Inc., Dachis Group, Social Media Club Austin Chapter, Find My Company, Inc., Society for Technical Communicators Austin Chapter, TekSystems, AT&T, Phi ThetaKappa, Sigma Alpha Pi, Honest Tea, Momentum Public Relations, Association for Women in Communications, International Association of Business Communicators, Public Relations Society of America, American Marketing Association, and many more!

VENDOR SPACE IS LIMITED – RESERVE TODAY! Jill Brockmann-jbrockma@austincc.edu

MEDIA COVERAGE: KXAN News Austin Channel 4, KVUE NEWS Austin Channel 2, The Austin Chronicle, The Austin-American Statesman, The Accent, Austincc.edu Homepage; Numerous social media outlets including Facebook, Twitter, Digg, Pinterest, WordPress, LinkedIn, Do512, Austin360.com, Reddit, Stumble Upon, and many more!