



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



**Learn How to
Promote Your Business or
Target Jobs in Central Texas!**

Social Media

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

3401 Webberville Road, Austin, TX 78702

Doors open at 11:00 a.m. Presentation - 12:00 p.m. to 4:00 p.m.



SEATING IS LIMITED

More Info: **www.austincc.edu/tcm**

Likely Vendors: Demand Media, RackSpace, Facebook, Google, BazaarVoice, Yelp.com, Honest Tea, Dell, Inc., The Zen Marketing Group, Inc., Dachis Group, Social Media Club Austin Chapter, Society for Technical Communicators Austin Chapter, TEKSystems, AT&T, Phi ThetaKappa, Sigma Alpha Pi, and more!

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