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Professional Marketing Group Holds B2B Social Media Boot Camp PAMA hosts boot camp; participants will learn to integrate social media into B2B marketing strategies

Philadelphia, PA (September 20, 2010) – The American Marketing Association (AMA), through the Philadelphia Chapter (PAMA) – a professional marketing association for marketers, educators and students across the Greater Philadelphia region – is presenting a two-day “B2B Social Media Boot Camp” to be held on October 12 and 13, 2010. The boot camp offers an in-depth focus on the unique opportunities and challenges that B2B marketers face integrating social media into their marketing strategies.

Led by Paul Chaney, author of *The Digital Handshake: Seven Proven Strategies to Grow Your Business Using Social Media*, the workshop will be held at DeVry University (Fort Washington Campus, 1140 Virginia Drive, Fort Washington, PA 19034), from 8:00 a.m. to 5:00 p.m. on October 12 and 8:00 a.m. to noon on October 13. More than 30 marketing professionals are expected to attend.

The fee for registering is \$700 for American Marketing Association (AMA) members. For non-members, the cost is \$860.

For additional details or to register, view <http://www.amaphilly.org>, call 267-287-8497 or email info@amaphilly.org.

About the Boot Camp

In a “real time social networking environment” that incorporates case studies, examples and lessons learned, participants will review social media tools and tactics. They will discuss the effectiveness of the social media tools and tactics, including how to tie each back to marketing objectives and performance metrics. Attendees will:

- Learn to create a framework for a social media strategy.
- Determine how social media can be integrated into their marketing communications strategies.

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- Learn how to build and use social capital to grow customers.
- Develop knowledge about the benefits and limitations of social media tools, tactics and more.

About the Instructor

Paul Chaney is an Internet marketing consultant, popular speaker, trainer and author of *The Digital Handshake: Seven Proven Strategies to Grow Your Business Using Social Media*. Most recently, Paul served as Internet marketing director for Bizzuka, a web design, content management and Internet marketing company based in his hometown of Lafayette, LA. Prior to that, Paul was co-founder of *Blogging Systems*, a blog software company that significantly impacted the real estate industry by encouraging Realtors to adopt blogging as a marketing strategy. Chaney sits on the board of advisors for the Women's Wisdom Network, the Social Media Marketing Institute, and SmartBrief on Social Media.

About PAMA

Established in 1931, the Philadelphia Chapter of the American Marketing Association (PAMA) was one of the first 100 chapters now affiliated with the American Marketing Association (AMA), which is the professional association for individuals and organizations who are leading the practice, teaching, and development of marketing worldwide.

With over 500 student, emeritus and professional members today, PAMA represents a diverse array of businesses, industries, government and professional organizations across the Greater Philadelphia area. PAMA is committed to bringing together members at all career levels with key thought leaders in various marketing disciplines and industries. For more information, visit www.amaphilly.org.

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