



Marketing Research Assn. Florida Chapter Presents

The South Beach Guide to Social Media There's nothing skinny about this event!

April 22nd & April 23rd, 2010 - South Beach, Miami, Florida



The Park Central Hotel - 804 Ocean Drive - South Beach, Miami, Florida (located in the heart of South Beach, directly across from the beach)

Room rates are only \$145.00 plus tax! And, we get this rate from April 21st - April 24th, so plan to stay the weekend! The number to call for hotel reservations is 800-727-5236.

Be sure to mention "The Florida Marketing Research Association" to get this great rate.

****THE CUTOFF DATE FOR HOTEL RESERVATIONS IS APRIL 2nd**
MAKE YOUR HOTEL RESERVATION EARLY TO GET THIS TERRIFIC RATE.**

Schedule of Events:

Thursday, April 22

6:00 pm – 7:00 pm: Join us for cocktails (cash bar) in the trendy Park Central Hotel bar... then we'll head to dinner and to see more of South Beach.

Friday, April 23:

8:30 am – 9:00 am	Registration and Continental Breakfast
9:00 am – 10:15 am	"A Social Media Primer", presented by "Lorin Drake", VP, Schwartz Consulting, Tampa FL
10:15 am – 10:30 am	Break
10:30 am – 11:45 am	"Social Media and it's Impact on MR Present & Future" Sean Case, Sr. VP, Peanut Labs, Seattle WA
11:45 am – 1:15 pm	Lunch
1:15 pm – 2:30 pm	"Social Media: How to Build (or Destroy) Your Business" Sean Case, Sr. VP, Peanut Labs, Seattle WA
2:30 pm – 2:45 pm	Break
2:45 pm – 4:15 pm	Panel Discussion , "How You Can Apply These Lessons" Lorin Drake, Sean Case, plus 2 Social Media Experts