

NEWS

For immediate release

Fairfield University's Dolan School of Business and the Financial Planning Association to host Web 2.0 boot camp for business professionals ready to catch the social media wave

Fairfield, Conn., April 27, 2011 – An all-day workshop at Fairfield University's Dolan School of Business on Tuesday, May 24, 2011, will serve as a crash course for professionals seeking to harness the power of blogs, LinkedIn, Facebook, Twitter, YouTube and other social media to grow their businesses.

“Web 2.0 and Social Media Boot Camp,” presented by Marie Swift, president and chief executive officer of Impact Communications (www.impactcommunications.org), is for small business owners and professionals – including financial planners, attorneys, accountants, physicians, dentists and interested others – who want to learn how to take advantage of the power of today's online business building tools. The event is co-sponsored by the Financial Planning Association (FPA) of Connecticut-Fairfield County, the Financial Planning Association (FPA) of Greater Hudson Valley and Fairfield University.

Norm Solomon, dean of the Dolan School, said the day should be a productive workshop for time-challenged professionals who want to boost their business's online presence. “This is where the Dolan School can serve as a classroom for the community,” he said. “People will be able to further their business goals while refreshing their technology skills.”

The morning module, “Maximizing Your Online Presence,” from 9 a.m. to 11:30 a.m., will be an interactive workshop for those ready to catch the social media wave. Social media tools such as blogs, Facebook, Twitter and LinkedIn can help business owners and

sales professionals gain referrals, attract prospective clients, and connect in new ways with existing clients. But creating or expanding an online presence that will grow a business requires clear objectives and a plan that delivers on those objectives. This session will help attendees iron out such plans. The session will instruct on using blogs, Facebook, Twitter, YouTube, LinkedIn and online news release services to build buzz.

From 1 p.m. to 5 p.m., “Social Media Boot Camp” will put attendees through the paces of putting a social media plan into action. Described as “a roll-up-your-sleeves workshop,” the session will be a how-to on setting up your own Social Media Dashboard so that you can program Tweets, LinkedIn status updates and Facebook posts, all in one quick and easy process. Strategies will take into consideration that professionals have limited time and resources to spend on these efforts.

Attendees will bring their own computers or can borrow one of the loaners that the Dolan School will provide. They will over the course of the afternoon they will actually:

- Build a blog
- Set up a Twitter account
- Record video clips
- Create audio files
- Upload the digital files to their blog
- Set up a social media dashboard
- Learn the art of cross promoting online

According to Swift, a regular contributor to industry publications such as MorningstarAdvisor, RIABiz.com, AdvisorOne.com, Research magazine and Financial Planning magazine, business professionals who fail to embrace social media strategies will be left behind., A popular speaker in the financial services industry, Swift has spoken at workshops for the NFL Players Association, TD Ameritrade, Charles Schwab, Securities America, the National Association of Personal Financial Planners (NAPFA), the Financial Planning Association (FPA) and Financial Network, among many others.

Registration prior to May 4, 2011, is \$130 for FPA members for both sessions, and \$170 for non-members for both sessions. After May 4, the fees go up to \$160 and \$205 respectively. While both the morning and the afternoon sessions are designed to compliment one another, registration is allowed for just one session, so the cost will be less, depending on which session is selected. Attendees may bring their own laptop and tap into the university's Wi-Fi connection or use one of the PCs in the computer lab at the Dolan School. To register, contact event administrator Lori Somerville at 877-777-0600 or fairfield@fpact.org. More information is available at www.fpact.org. Space is limited.

Media Contacts:

Dolan School
Meg McCaffrey, 203-254-4000, ext. 2726

Financial Planning Association
Lori Somerville, 877-777-0600 or fairfield@fpact.org

Impact Communications
Al Martin, 800-974-7753 or impactmediamanager@impactcommunications.org

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