

Thursday, January 28, 2010

9:00 a.m.

New Social Media

*Panel: Cyrus Cords, St. Cloud Times;
Ryan McGaughey, Worthington Daily Globe;
Sam Gett, Northfield News;
Sarah Bauer, Minnesota News Council.
Moderator: Howie Burke, ECM*

How are papers handling Internet and social media policies in the office and also to market themselves?



Get to the top: Search Engine Optimization and Search Engine Marketing

David Erickson, Director of e-Strategy, Tunheim Partners

What does it mean?
How do you use it?
How do you sell it?
What your salespeople need to know.

As director of e-Strategy for Tunheim Partners David Erickson specializes in strategic online communication. He has 15 years experience that includes online strategy and execution for clients such as Mall of America, No Name Steaks, Joe Mauer's Quickswing and Punch Pizza.

2:15 p.m.

For online and creative staff

Learn more:



www.tunheim.com



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