

PART 2 OF THE OC AD FEDERATIONS
"BUILDING BRANDS THROUGH EMERGING MEDIA" SERIES



VIRAL AND CONVERSATIONAL MEDIA: HOW DO I GET PEOPLE TALKING ABOUT MY BRAND?

Last month's Social Media Panel qualified as a smash success. Be sure not to miss this panel discussion on viral outlets such as blogging, conversation, and organically shared content. We'll discuss best practices, ways to create the conversation, and what exactly makes viral, viral. Don't be left out of the conversation, register now at ocadfed.com

DATE: Thursday, May 28TH

LOCATION: Sutra, Trianle Square, Costa Mesa, 2nd Flr.

Check-in begins @ 6

Buffet style dinner @ 6:30

Panel discussion @ 7:30

MEMBER ADMISSION:

\$30 pre-registered \$35 at the door, \$25 student

NON-MEMBER ADMISSION:

\$35 pre-registered, \$40 at the door, \$25 student

Save \$5 on admission price by pre-registering today at ocadfed.org.

PANELISTS TO INCLUDE:

Moderator: Jonathan Good
Founder, Hello Social Media

Beth Greve
West Coast Sales Manager YouTube

Rahim Fazal
CEO and Co-Founder, Involver

Nicolas Gagliano
Strategy Director, About Face Media

Randy Mountz
VP of Sales, IZEA

Local Advertiser Spotlight : Mike Saunders
Director, Executive Producer, Accomplice



OC AD FEDERATION
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