



**Ireland-Canada Chamber of Commerce  
(Montreal Chapter)**

**PRESENTS**

***“TAKING SOCIAL MEDIA TO THE NEXT LEVEL: LEARNING FROM BIG BRANDS”***

Wednesday, August 28, 2013 from 6:15 pm to 8:15 pm

Desautels Faculty of Management, McGill University

1001, Sherbrooke St. West (between Peel & McTavish), Room 179 (lobby level)

Access to the underground parking lot is from Peel Street only: Lot closes at 10 p.m.

This business seminar will offer insights into how big brands are currently leveraging social media, with a view on how small and medium-sized businesses can adapt these strategies to their own realities. This intermediary-level session is aimed at business managers and communications professionals who already have some basic knowledge of and experience with social media platforms, strategies and applications. While the focus will primarily be B2C, we will also touch upon B2B strategies and applications.

**GUEST SPEAKER: Michelle Sullivan**



President of Michelle Sullivan Communications, Michelle's public relations experience spans a dozen years. She specializes in media relations and social media strategy (blogs, podcasts, social networks). Michelle also teaches an introductory media relations course at the University of Montreal.

An early social media adopter, Michelle was the first PR practitioner in Quebec to launch an influencer campaign and multimedia blog for her clients. Michelle has worked with brands such as Rogers, Fido, Chatelaine, Health Canada, Yves Rocher, Savoura, Pizza Hut, Loblaws, Desjardins, QOGA, IOC as well as with a number of lobbying and non-profit associations in the fields of health, culture and social welfare.

[www.michellesullivan.ca](http://www.michellesullivan.ca)

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**REGISTRATION FEE:** \$25 for members      \$40 for non-members

**How to Register:** Please contact Anne at [anne@iccmtl.com](mailto:anne@iccmtl.com) to confirm your attendance at the event. Payment can be made by cheque (payable to ICC) or using PayPal function on our website <http://www.iccmtl.com/> Payment is due upon registration.

This is expected to be a very well-attended event and demand for places will be high, so please register today to avoid disappointment! Social media is critical to your business in 2013. Don't miss this opportunity to attend a high value seminar from a highly credited expert speaker.

**Ireland-Canada Chamber of Commerce, 507 Place d'Armes, Suite 1588, Montréal, QC, H2Y 2W8**