
Member Network Registration Notice Breakfast Briefing



Using Social Media to Advance Your Career

Introduction

Despite the rapid growth of social media, misperceptions about these tools are common, especially when it comes to leveraging them for professional purposes. This presentation offers a crash course in using social media to advance your career. It provides an introduction to LinkedIn, Facebook and Twitter; outlines the professional uses of these technologies; and discusses how to get started with them. Also included are pitfalls to watch out for you as embark on your social media efforts.

Key Learning Outcomes

- Understand which social media sites are most useful in one's career strategy;
- Create professional profiles and establish contacts;
- Identify ways to effectively engage in the conversation;
- Proactively utilize social media in one's job hunting strategy;
- Recognize what pitfalls to avoid when using social media.

Who Should Attend

This course will benefit finance and accounting professionals of all levels who are looking to increase their basic-intermediate knowledge of social media.

About the Speaker

Mike Gooley is a Metro Market Manager for Robert Half International. His area of responsibility includes managing the daily operations of the company's downtown Toronto location.

Mike has spent more than seven years of his professional life in the recruitment industry and has experienced all phases of the job market cycle first-hand. He is an expert in employment trends and his insight into the workplace is often featured in major print, radio and television media outlets across Canada. Under Mike's direction, Robert Half has achieved great success in establishing itself as a leading provider of highly skilled professionals.

Date:

Thursday, November 25, 2010

Location:

CMA Ontario – Microsoft Dynamics Business Lounge
70 University Avenue, Ground Floor
Toronto, ON M5J 2M4
416-977-7741

Time:

7:30 a.m. to 8:00 a.m. – Registration/Networking/Continental Breakfast
8:00 a.m. to 9:00 a.m. – Presentation
9:00 a.m. to 9:15 a.m. – Q&A

Cost:

\$35.00 plus HST – Members
\$40.00 plus HST – Non-Members

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REGISTRATION:

To register online please visit the CMA Ontario Member Portal at <http://members.cma-ontario.org>.

To register by email or fax please complete the form below and send to Leena Rosenberg at 416-977-1365 (fax) or rosenberg@cmaontario.org

Guests (non-members) may register by email or fax by completing the form below and sending to Leena Rosenberg at 416-977-1365 (fax) or rosenberg@cmaontario.org

CPLD:

2 Credits

REGISTRATION FORM

Please fax or email your registration form to Leena Rosenberg, Tel :(416) 204-3140 or (800) 387-2991 ext 140,
Fax (416) 977-1365, rosenberg@cmaontario.org

Using Social Media to Advance Your Career – Thursday, November 25, 2010

Name: _____ I am a Member: I am a guest (non-member):

Member #: _____ Tel: _____

Credit Card (Visa/MasterCard): _____ Expiry Date: _____

Signature: _____ Dietary Restrictions: _____

No refunds for cancellations after November 18, 2010. Substitutions accepted at no charge.

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Visit www.myCMAcommunity.com to discuss the latest business trends and share insights and best practices in management accounting with fellow Certified Members and Candidates.

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