



# CMA Ontario/Midwestern Ontario District

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## REGISTRATION FORM

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### Networking & the Tools of Social Media – How They Promote You!

The coming holiday season is a great time to leverage your contacts and invest time in raising your professional profile and business. Networking has changed exponentially. Come out and learn how to do it and more important learn how to make it last! Start by meeting members of the Society of Automotive Engineers, Central Ontario Chapter who will join us to attend this event.

Learn from two of the best:

- Donna Messer, President of ConnectUs Canada, is an enabler and the acclaimed guru of all networking and will tell you how it is done. [www.connectuscanada.com](http://www.connectuscanada.com)
- Ron Boulanger, Principal Connect2Speed is a guru of IT media and will show you how it is done. <http://www.twitter.com/rboulanger>

#### Agenda:

- 1.) What is networking? How is it done effectively? When and where should it be done? It is all about your customers, future employers, new hires and recruiters that you wish to find you. What tools are they using?
- 2.) What is Social Media? How does it build professional credibility and interest in you! How does it increase sales for your business? Generation X and Y use it. Fortune 500 companies follow it. You should be aware of this.
- 3.) Tour some of the tools of social media:
  - LinkedIn
  - Website
  - Blog
  - Twitter

*“Business cards are fleeting, social media is enduring!”*
- 4.) Resources – “but I am not comfortable being my own CIO” or “I don’t have the time to set up the tools.” Meet resources who will get you up to speed quickly.
- 5.) Questions and Answers.

#### About Donna Messer

“Speaker,” “journalist,” “author,” “coach,” “trainer,” “advisor,” “facilitator,” “mentor,” and “leader” are all words that describe Donna Messer to a tee. Look closer, however, and you’ll see that a common theme runs through them all – a love of people. For more than two decades, Donna has been a renowned expert on and promoter of the often overlooked, true currency of business – personal relationships – how to forge, nurture and leverage them to enable those who properly cultivate these relationships to put them to mutual benefit.

As President of ConnectUs Canada, Donna’s contact network extends well into the tens of thousands – a network that she routinely and freely shares with her clients, associates and acquaintances via the extensive speaking engagements and workshops she holds around the world.

A dynamic, highly sought-after speaker, Donna has spoken throughout North America on a host of topics dealing with the art of networking and the ties that bind. She has spoken before Federal, Provincial, Municipal and State governments, even serving as an advisor to the Prime Minister’s Office (PMO) on issues relating to women in business. Donna has directed and advised on numerous boards and committees and has won various awards including Woman of the Year – Women in Pursuit of Excellence WFIM, International Leader’s Award – Women and Diversity, and the Award for Outstanding Achievement CACEE. She was also Ernst and Young’s nominee for Entrepreneur of the Year.

#### About Ron Boulanger

Ron is a career IT professional having recently held senior positions at Inco and Hbc. Ron has held Twitter workshops, developed a how-to video called “Twitter for Business” and has helped several small businesses embrace social media as their prime marketing tool.

#### Date:

Thursday, December 10<sup>th</sup>, 2009

**Location:**

Holiday Inn Centre  
590 Argus Road  
(QEW to Trafalgar Road –  
at the first road south of the QEW  
turn right, which is west, onto Argus Road)  
Oakville, ON L6J 3J3  
905-842-5000  
[www.hioakville.com](http://www.hioakville.com)

The hotel is located within walking distance of the GO Station and bus stops at Trafalgar Road and Cross Avenue.  
Please see <http://www.go transit.com/> for scheduling.

**Time:**

5:30 p.m. – Registration/Networking/Cash Bar  
6:30 p.m. – Dinner  
7:30 p.m. to 9:00 p.m. – Speaker followed by Q&A

**Cost:**

\$45.00 plus GST – CMA Members  
\$45.00 plus GST – SAE Members  
\$50.00 plus GST – Non-members

**CPLD:**

3 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, [lrosenberg@cma-ontario.org](mailto:lrosenberg@cma-ontario.org)

**Networking & the Tools of Social Media – How They Promote You!**

Name: \_\_\_\_\_ CMA Member #: \_\_\_\_\_

\*Check this box if you are a member of the Society of Automotive Engineers:

Tel: \_\_\_\_\_ Guest Name(s): \_\_\_\_\_

Credit Card (Visa/MasterCard): \_\_\_\_\_ Expiry Date: \_\_\_\_\_

Signature: \_\_\_\_\_ Dietary Restrictions: \_\_\_\_\_

**No refunds for cancellations after December 8<sup>th</sup>, 2009. Substitutions accepted at no charge.**