2012 Winona Area SHRM Annual Conference

Speaker: Jennifer McClure

Jennifer McClure is President of Unbridled Talent, LLC a, speaking, training and strategy consulting company providing services to clients in the areas of recruiting/social recruiting, employment branding and leadership/career development. She is also a popular speaker who is regularly engaged to present at conferences, associations and to HR, recruiting and leadership teams at a variety of organizations -- including Fortune 100 clients.

Prior to launching Unbridled Talent, Jennifer worked as a Human Resources executive in privately held and Fortune 500 companies and as an Executive Recruiter and Executive Coach partnering with C-level leaders to find, attract, recruit and develop key leadership talent.

Society for Human Resource Management SHRM WINONA AREA

AFFILIATE OF SHRM SOCIETY FOR HUMAN RESOURCE MANAGEMENT

It's All Social… Media, That is!

"Why Social Media Matters to Your Business"
&
"Using Social Media in HR & Recruiting"

Tuesday, March 13, 2012
8:30 am – 4:00 pm
Riverport Inn & Suites
900 Bruski Drive, Winona, MN

Conference Registration:
$99.00 Full-day (Includes lunch)
($95.00 for 3 or more, $89 for SHRM members)
*Half-day registration also available

Don't know your tweets from your hashtags? A complimentary webinar designed to introduce you to the popular social media tools will be available one week prior to the conference to all registered conference attendees. Then, join our webinar hosts, Josh Rock and Paul DeBettignies, for an optional pre-conference social for hands-on instruction on the social media basics.

Monday, March 12, 2012
5:30 – 7:30 pm
Jefferson's Riverside Center
58 Center Street, Winona, MN

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Check us out!
Winona Area SHRM
@Winona Area SHRM
#WinonaSHRM12

2012 Winona Area SHRM Annual Conference

It's All Social… Media, That Is!

Register Now!

Mail:
Send check and registration form to:

Winona Area SHRM
P.O. Box 71
Winona, MN 55987

This conference is pending approval for 6 HRCI General credits.

Conference Agenda

- **Monday, March 12, 2012**

5:30 pm – 7:30 pm
This optional pre-conference social will allow you to talk one-on-one with our webinar hosts and get all of your social media questions answered.

- **Tuesday, March 13**

8:30 am: Registration

9:00 am: "Why Social Media Matters to Your Business"
Jennifer McClure will address how social media is being utilized successfully by businesses of all sizes and industries for marketing products and services, connecting with customers, recruiting talent and building relationships. We'll also discuss the importance of creating a social media strategy, preparing for potential negative interactions, tracking success and choosing which tools are right for you.

12:00 noon: Lunch

1:00 pm: "Using Social Media in HR & Recruiting"
Jennifer will address how successful HR pros just like you are using social media to develop professionally and grow their careers – without breaking any rules. We'll also review examples of how companies and organizations of all sizes and industries are using social media to positively impact the critical talent strategies within their organizations.

4:00 pm: Conference Closing

Conference Registration

☐ Full-day Conference
$99 per person, $95 per person for 3 or more from one organization, $89 for SHRM Members

☐ Morning Session ☐ Afternoon Session
Half sessions are only $55 person, $50 for SHRM Members and do not include lunch.

Register by March 2, 2012

Attendee:_____

Organization:_____

Address:_____

E-mail:_____

Phone:_____

SHRM Chapter Affiliation:_____