

# #LAUNCHxSOCIAL

## SOCIAL MEDIA PANEL

HUMBER

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### #LaunchxSocial Finding your voice in the digital age

On Wednesday, April 13, HumberLaunch is hosting a social media panel: #LaunchxSocial. Get an in-depth perspective into digital and social media from industry professionals.

Who: **Adam Sanders**, Account Director Specializing in Public Relations and Social Strategy Development, **Strategic Objectives**

**Andrew Bartucci**, Digital Communications and Social Media Manager, **Insurance Bureau of Canada**

**Brock McLaughlin**, Blogger, **brockdmclaughlin.com**; Consultant, **The iPR Group**

When: Wednesday, April 13, 2016

Time Breakdown:

4:15 to 4:30 p.m. – Registration and networking

4:30 to 4:45 p.m. – Introductions from moderator and speakers

4:45 to 5:15 p.m. – Round One: The Importance of Social Media

5:15 to 5:30 p.m. – Break

5:30 to 6:00 p.m. – Round Two: The Importance of Analytics

6:00 to 6:15 p.m. – Questions from the audience

6:15 to 6:30 p.m. – Networking

Where: L1017, Humber College Lakeshore Campus  
3199 Lake Shore Blvd W.  
Toronto, Ontario, M8V 1K8

Cost: **Free**

Registration: [bit.ly/1UKP9Xh](http://bit.ly/1UKP9Xh)

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