

## The Talk

It's no secret - everyone (and their mother) is on social media these days. But what are they doing on there? And why is it important for your business? Come meet social strategist and consultant Michelle Shildkret, who is presenting the basic steps for how you can get started building a strong social media strategy for your business and why it's so important. From bloggers, to social networks, to measuring social Return on Investment, we'll cover it all. This will be an interactive presentation, with plenty of time for questions and answers. Open to all levels of experience and understanding.

## The Presenter

### **Michelle Shildkret - Digital Strategist, Social Media Expert and Trend Forecaster**

Michelle Shildkret has been living and breathing social media since it's inception. She has spearheaded client work ranging from global influencer activation, community management and content creation for Yahoo! during the World Cup, blogger outreach and digital PR programs across Sears, online product seeding and content creation for Paco Rabanne fragrances, social research and targeting for Oppenheimer Funds, to the launch and management of all of Motorola's global social media programs and channels. Michelle uses her unique experience in the industry and her intimate knowledge of the space to anticipate upcoming digital trends and platform integrations, helping her clients capitalize on new technologies in groundbreaking ways with powerful ROI. It's why Motorola was the first brand on Foursquare, how H&R Block was the first successful brand on Twitter, and Volvo is activating social media influencers to create content that reaches their alumni peers across all US universities. Most recently, Michelle was the first-ever social media hire at L'Oreal Corporate, selected to manage Kiehl's global social media growth across 40 markets. Previously, Michelle founded Havas' social media arm at Cake Group and launched the Emerging Media team at digital agency powerhouse 360i. Her client list includes: L'Oreal, Motorola, Yahoo!, NBC, Volvo, Oppenheimer Funds, H&R Block, Smart Car, GlaxoSmithKline, The Prince's Rainforest Project, Time Inc, National Geographic, and more.

Michelle has just been selected to participate in the 2012 social business research initiative developed by MIT Sloan Management Review. She is also regularly tapped by global consultancy PSFK for ongoing trendspotting programs, and has authored their acclaimed book PSFK Snapshot Brooklyn.

Michelle graduated from the Rhode Island School of Design with a BFA in Industrial Design.