



NEWS

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NICOLE WAGNER TO SPEAK AT SOCIAL MEDIA SUMMIT FEBRUARY 23RD IN ALSIP

LOMBARD, IL JAN. 9, 2012–Nicole Wagner, Internet marketing director at Stevens & Tate Marketing, will be speaking at the Chicago Southland Convention & Visitors Bureau’s 2012 Social Media Summit.

Being held on February 23, the summit is designed to assist local businesses break into the world of social media and learn how to use the medium most effectively. At the event, Wagner will present “Capitalizing on Search Engine Marketing to Website Optimization Techniques” and cover topics such as how to get a business found online and drive Internet leads.

“Every business should understand how search engine marketing works,” said Wagner. “This seminar will show how having the right strategies and media mix can get a company found more quickly and efficiently in today’s online world.”

Her presentation also will illustrate how social media plays into the overall search engine marketing strategy.

The Chicago Southland Convention & Visitors Bureau was founded in 1986 as a subsidiary of the Regional Economic Development Corporation, now known as the Chicago Southland Development, Inc. In 1993, the Bureau separated from its parent organization and became an independent 501(c)6 organization. As a regional cooperative, the Chicago Southland Convention & Visitors Bureau represents 62 south and southwest municipalities, approximately 35 miles south of downtown Chicago.

The Social Media Summit will be held at the DoubleTree by Hilton Chicago in Alsip, Ill. on Thursday, February 23, 2012. Registration for the all-day event begins at 7:30 a.m. Cost is \$95 before January 31st; \$110 after February 1st. For questions regarding the conference and registration, contact elizabeth@visitchicagosouthland.com 708-895-8200.

Nicole Wagner, Internet marketing director at Stevens & Tate Marketing (www.stevens-tate.com), leads an enthusiastic team in strategic planning, web development, social media and search engine marketing as well as internet and mobile marketing. She can be reached directly by calling 630/627-5200 or through email at nwagner@stevens-tate.com.