



CHICAGO AMA
FOR MARKETING PROFESSIONALS



- membership +
- events +
 - Current Events
 - Future Events
 - Past Events
- jobs +
- community outreach +
- sponsor/advertise +
- resources +
- contact us +

chapterwide sponsors



chicago ama events

sb10068451j Simon Winnall/courtesy of Getty Images

Social Media and the Marketing Campaign

Social Media and the Marketing Campaign

Powered by Google

As marketers, embracing the emerging social media channel is essential to leapfrog the competition.

In this election year, campaigners and marketers alike are embracing social media to reach new audiences, build brands, engage brand supporters, make money, and of course, win! Join us for an exciting evening to connect with fellow marketers and learn how Christopher Rollyson, Managing Director at CSRA & Founder of the Executive Guide to Linked In, and Rob Shepardson, Partner and Founder of SS+K, use social media to engage and win their key audiences. Bring business cards, a fresh perspective, and a friend.

SOLD OUT!! Call our hotline to add your name to our waiting list.
Hotline: (312) 280-0449

JOIN CHICAGO AMA'S SOCIAL NETWORK:

MeetUp (open to the public)

LinkedIn (members only)

Facebook (members only)

Speakers



Christopher S. Rollyson

Managing Director at CSRA & Founder of The Executive's Guide to LinkedIn

Christopher S. Rollyson has been a pioneer in innovation and enterprise transformation for over twenty years. As a management consultant and marketing executive, he has had a leading role in the release of Java, e-business transformation and with enterprise software transformation. Currently he works with global companies and government agencies to create strategy and programs to engage customers with social media

and Web 2.0, using the just-released Social Network Roadmap. In 2008, he launched The Executive's Guide to LinkedIn, which advises organizations on using LinkedIn for process innovation. Previously at PricewaterhouseCoopers, he advised clients in many industries on transforming themselves with e-business. Before that a marketing executive at KPMG, he transformed marketing for a twelve-state area with a digital knowledge strategy. Mr. Rollyson has done graduate work in strategy and economics at the University of Chicago. He has lived and worked in France, Italy, Germany, the Czech Republic, the U.K., Spain and the U.S.

event details	
what	Social Media and the Marketing Campaign Powered by Google
when	Thursday, September 25, 2008 5:45 - 7:45 p.m.
where	Google Office 20 W. Kinzie, Chicago IL Parking Options: Standard Parking 401 N. State St. -- or -- House of Blues 329 N. Dearborn St.
cost	AMA Member: \$55 Non-Member: \$75
register	SOLD OUT!! Hotline: (312) 280-0449 *waiting list only



Rob Shepardson

Partner + Founder of SS+K

As co-founder of SS+K, Rob has spent over 20 years working in the world of public affairs, PR and marketing. He currently leads several accounts including Obama for America, Strong American Schools, Blue Cross Blue Shield Association, the Bill & Melinda Gates Foundation and the Association of Schools of Public Health. His past clients include the Lance Armstrong Foundation, Anheuser-Busch, ENOUGH! [The Campaign to End Mass Atrocities and Genocide], Microsoft, Dell Computer,

American Express, DATA and the ONE Campaign [Bono's advocacy organizations], UN Millennium Development Goals, Time Warner Cable and MTV Networks, among others. Rob is currently a member of the Council on Foreign Relations, and a faculty member at Columbia University's Mailman School of Public Health.

upcoming events

September 2008

Su	Mo	Tu	We	Th	Fr	Sa
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

[See all Upcoming Events](#)

sponsor

EVENTARCHITECTS

Official Event Planner
for **BrandSmart 2009**

our newsletter

Sign up to be kept informed of all upcoming events!

full name:

email:

583

[Sign Up](#)