

## 1 SOCIAL MEDIA: UNDERSTANDING THE NEW MEDIA AND DRIVING YOUR BRAND

February

22

Time: 8.00—10.30 am

Location: conEdison Conference Center, 4 Irving Place at 14th Street

RSVP: [esegal@wbcnyc.org](mailto:esegal@wbcnyc.org)

Information: [www.wbcnyc.org/7seminars](http://www.wbcnyc.org/7seminars)

### Create a competitive advantage with Social Media

LinkedIn, Twitter, Facebook and more. What do you need to know about navigating new social media and creating new business relationships and opportunities? How can you create a competitive advantage with Social Media?

In this special two-hour session, led by a veteran sales and marketing professional, learn more about the new media and how it will affect your business and marketing plans.

#### Here's what you will learn:

- An introduction to the new social revolution
- An expanded definition of 'competitive advantage' in the business-to-business market
- How Social Media fits into your marketing plan
- How select companies are using Social Media: case studies and best practices
- An introduction to LinkedIn and how you can use it



**Presenter:**  
William Paolillo

William Paolillo is a business strategist who provides strategic consulting services in the construction, technology and energy industries. Formerly Vice President of Sales at McGraw-Hill Construction, he directed an organization of 160 professionals focused on the adoption of McGraw-Hill construction products within the \$4.6 trillion global construction industry. His sales and operations responsibilities included the MHC Network, Analytics Products, Product Document Management software solution (PDM), ENR, 12 monthly publications, Digital Media, over 100 custom publications and events. Over his career, Mr. Paolillo served in senior general management, marketing and sales positions in several national and global firms, including: AkzoNobel/ICI Paints, Black and Decker and Procter & Gamble.

He holds a Master of Business Administration Degree from the University of Southern California and a Bachelor of Arts degree from the State University of New York at Binghamton. He has attended leadership programs at Harvard University and the Center for Creative Leadership in Greensboro, NC. He has served as a Board Member of the New York Chapter of the ACE Mentor Program, and he is an active member of the Society of Marketing Professionals.

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### YOUR PROGRAM

8.00-8.30 am

**Coffee and Colleagues**

8.30-8.45 am

**Welcome,  
Goals of the Session**

Meet your colleagues and gain an appreciation for how in-person relationships grow and develop. Then shift to the Social Media environment and understand how the world is changing and how we must adapt to maintain our competitive edge.

8.45-10.00 am

**Presentation: Using Social Media to Build Your Brand**

William Paolillo will deliver a special presentation reviewing the basics of Social Media and how you can apply them to growing your brand and your business development program.

10.00-10.30 am

**Your Questions**

This segment of the program will allow you to apply social media opportunities to your business goals.