Santa Monica College and The City of Santa Monica bring together business leaders for an insightful discussion on “Monetizing Social Media”. Free admission. Registration Required. Act fast, as space is limited.

Join Los Angeles Business and Industry Executives as they discuss the opportunities social media provides entrepreneurs, small business and corporate America and share the ways individuals and businesses are making money using the varied social media platforms out there today and the potential impacts this industry will have on our future workforce.

- **comScore** a leader in internet measurement provides perspective on the fast growth of this market and a look at the size and state of this rapidly growing industry [www.comscore.com](http://www.comscore.com)

- **SixApart** provides a behind the scenes look into the blogosphere and insight how individuals and corporations are using the blogosphere to create brands, share voice, and monetize their presence online [www.sixapart.com](http://www.sixapart.com)

- **Variety** is rated as one of the top trusted sources for entertainment industry insiders and shares the role of social media in the successful transition of a daily print publication to minute by minute reporting across online and mobile platforms [www.variety.com](http://www.variety.com)

- **FOX Audience Network** a cutting edge business within the mega giant News Corp providing tools and platforms for content creators and advertisers to interact online and discusses the importance and role of social media [www.foxaudience-network.com](http://www.foxaudience-network.com)

**Schedule:**

5:30pm Onsite Registration Opens
6:00pm Welcome
6:00-7:00pm State of the Industry
7:00-8:00pm Social Media Roundtable
8:00-8:30pm Q/A

**Location:**
Santa Monica Library
MLK Auditorium 601 Santa Monica Blvd
601 Santa Monica Blvd
Santa Monica, CA 90405

**Scheduled Speakers:**

- Jennifer Collins, General Manager, Variety.com
- Judit Nagy, Vice President, Fox Audience Network
- Elise Neel, Vice President comScore Marketing Solutions, comScore
- David Tokheim, Executive Vice President/General Manager, SixApart
- Moderator: Emily Della Maggiora, President, Treehouse Strategies Inc.; Santa Monica College, Workforce & Economic Development

**Sponsors:**
City of Santa Monica
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LAWire
Los Angeles Chamber of Commerce
Santa Monica Chamber of Commerce
Small Business Development Center (SBDC)
ThinkLA

**For more information:** Please contact Sandra Sanchez at: sanchez_sandra@smc.edu

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