

**Building Business through Social Media**  
**2011 Katie School Symposium**  
**April 21, 2011**

**Agenda**

Ballroom C

- 8:15 Continental Breakfast
- 8:50 Welcome –Jim Jones, Director Katie School of Insurance and Financial Services
- 9:00-9:40 Intro to Social Media (Peter Smudde, ISU)

Ball Rooms F&G

- 9:50-10:30 Breakout Sessions: 1) Facebook Best Practices (Annette Levitt, ISU)  
2) Research: Effectiveness of Social Media in Business/Trends (Taylor/Wieland, ISU)

Ballroom F

- 10:40-11:30 Risks of Social Media in the Workplace (Jane McFetridge, Jackson Lewis LLP)

Ballroom C

- 11:40 Lunch
- 12:20-1:10 Enabling Executives with iPads (Joseph Knytych, BCBS)

Ballrooms F

- 1:20-2:00 Social Media and Your Bottom Line (Terry Noel, ISU)
- 2:10 Panel: Moderator, Robyn Homler, State Farm
- 3:30 Wrap-up & Evaluations