

Building Business

through



2011 Katie School Symposium



**KATIE SCHOOL
OF INSURANCE AND
FINANCIAL SERVICES**
Illinois State University

The Katie School Symposium is a unique forum providing opportunity for industry experts, consulting firms, and academics to discuss pressing issues. This year's Symposium will focus on Building Business through Social Media.

Social networking is rapidly being viewed as a powerful tool for business organizations to enhance customer relationships, generate leads and connections, build brand awareness, and increase informal learning. This year's Katie School Symposium will address the many opportunities and strategies available through social media as well as enlighten you about the challenges, and potential financial and legal threats that may be lurking. Discover through research what works well, and what doesn't. This symposium is for anyone in management, marketing, communications, or learning and development. You can learn to use social media regardless of your background, education or experience level. Don't be left behind!

Thursday, April 21, 2011

**Marriott
Bloomington-Normal
Hotel & Conference Center**

8:30 am - 3:30 pm

*Continental Breakfast and Lunch
is included.*

Directions: www.marriottnormal.com

*Parking available in the garage across
the street south of the Marriott.*

Katie School Symposium 2011 Presenters

Brent Bynum, Marketing Manager, State Farm Insurance

Barb Dobbs, Enterprise Recruiting and Retention Manager, Human Resources, State Farm Insurance

Matt Edwards, Public Affairs Staff Assistant / Social Media Team Lead, State Farm Insurance

Robyn Homler, Enterprise Internet Solutions Staff Assistant / Social Media Team Lead, State Farm Insurance

Joseph Knytych, Director, Leadership & Professional Development, BlueCross BlueShield (HCSC)

Annette Levitt, Director, Alumni Relations, Illinois State University

Jane McFetridge, Managing Partner of the Chicago, Illinois office, Jackson Lewis LLP

Terry Noel, Faculty, Entrepreneurship and Management, Illinois State University

Peter Smudde, Faculty, Communications and Public Relations, Illinois State University

Steven Taylor, Faculty, Marketing/eMarketing, Illinois State University

Jamie Wieland Mulligan, Faculty, Statistical Reasoning and Operations Management, Illinois State University

Special Session

Insurance Industry professionals who have used social media tools for enhancing business will share their experiences, challenges, and successes.

Additional information is available at www.katieschool.org in the Industry section.
For questions call Sue Stombaugh at the Katie School (309) 438-3021 or skstomb@ilstu.edu

REGISTRATION

COST: Cost \$300 for Non-members, \$125 for Katie School Partners

Check the applicable box:

- Employee of an Insurance Organization on the Katie School Advisory Board (see www.katieschool.org advisory board for a complete listing)
- Member of IIA
- Member of RIMS
- Member of CPCU Society
- Member of IAIFA
- Member of Society of Financial Services Professionals
- Educator at other Institution
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Check One:

- Registration with check enclosed.
Mail form and check to:
Sue Stombaugh
Katie School of Insurance and Financial Services
Illinois State University
Campus Box 5490 • Normal, IL 61790-5490
- Credit card payment (by VISA, MC, Discover or AmEx) must be completed online at www.katieschool.org at the bottom of the home page.



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