

2011 Tallahassee MatchMaker
May 19, 2011
The Florida State University - Turnbull Conference Center
555 West Pensacola Street
Tallahassee, FL 32301

Workshops:

Workshop Title: **Social Media for Business**

Now more than ever entrepreneurs and large corporations are harnessing the power of online social networks to reach consumers and grow their business. With an array of platforms – from Facebook, Twitter, Foursquare and YouTube – there are limitless channels for businesses and entrepreneurs to reach their target audience online. But with so many options, which social media network should you choose? During this Social Media for Business workshop, learn: • The most popular social media networks on the web, and emerging sites • How businesses are using these social media sites to reach customers and build brand ambassadors • Which social media networks may work best for your business • Tips and best practices from business achieving social media success.

Speaker: **Heidi Otway**, APR Director of PR & Social Media Salter>Mitchell; Inc.

Heidi Otway, APR, Director of Public Relations & Social Media – Salter>Mitchell

Heidi Otway, APR, is the Director of PR & Social Media at Salter>Mitchell, a Tallahassee-based communications and behavior change firm with offices in Orlando, Miami and Alexandria, Va. Heidi's experience includes research, strategy, and implementation of statewide and regional media and public relations campaigns using a full range of tactics, including paid media, earned media, social media, digital media and grassroots mobilization.

Workshop Title: **Doing Business with State Agencies – Changing Trends of State Procurement**

This session is designed to assist vendors with identifying and responding to procurement opportunities offered by the state, trends in purchasing and projects on the horizon.

Speakers: Panel of State Agency Purchasing Directors.

Workshop Title: **10 Secrets of Profitability:**

In this seminar you will learn how easily it is to improve the profitability with 10 techniques to make your business more efficient. Some of the things covered will be the importance of reducing costs, customer service and how to identify great employees.

Speaker: **Dr. Jerry Osteryoung**; Florida State University, Jim Moran Institute for Global Entrepreneurship.

Dr. Osteryoung is the Director of Outreach Services of the Jim Moran Institute for Global Entrepreneurship in the College of Business at Florida State University, the Jim Moran Professor of Entrepreneurship (Emeritus); and Professor of Finance (Emeritus). He was the founding Executive Director of the Jim Moran Institute and served in that position from 1995 through 2008.