

**Get BIG RESULTS  
by Thinking and  
Acting Small**

# microMARKETING

**GREG VERDINO**

Join the author, host David Vinjamuri and special guest speakers for a half day of insights and inspiration drawn from the pages of Greg's new book.

**September 27, 2010  
11:00am – 3:00pm**

The Kimmel Center, Rooms 912 & 914, New York University  
Light refreshments will be provided, courtesy of Powered.

~~\$49.00 for admission~~, **\$29.00** if you register by September 1  
*Net proceeds will benefit LIVESTRONG on behalf of #BlameCancer*



## Agenda

**11:00 – 11:30**

### Welcome & Introduction

**David Vinjamuri**, ThirdWay Brand Trainers

**11:30 – 12:10**

### A Taste of How the Coca-Cola Company Approaches Social Media

**Michael Donnelly**, Group Director, Worldwide Interactive Marketing The Coca-Cola Company

In the social media revolution of the 21st century, how does a 124 year old global enterprise evolve its communications? Creating captivating, compelling content in the social media space that drives brand awareness and purchase intent is one of the key objectives of The Coca-Cola Company. From blogs to Bebo, from Flickr to Facebook, discover how Coca-Cola is connecting with their consumers and participating in online communities.

**12:10 - 12:50**

### Social Media, T-Shirts and Unicorns

**Jason Sadler**, Founder, IWearYourShirt.com

Everyone wears t-shirts, but Jason Sadler gets paid to wear a different t-shirt every day. Companies of all types and sizes line up to put their shirts on Jason's back for just one day at a time. All he has to do is wear it, create lots microcontent, and share it to a highly engaged audience through a variety of social media channels. Fox Business has called him the "entrepreneur of the century" and Sadler just might have come up with the ultimate micromarketing business model. Learn how he helps business achieve measurable results with an unorthodox approach to earning attention.

**12:50 – 1:50**

### The Next Big Thing (is Lots of Small Things)

**Greg Verdino**, Author of *microMARKETING* and VP of Strategy at Powered.

Greg Verdino thinks the web is getting "smaller" every day. Drawing upon the key themes from his book *microMARKETING: Get Big Results by Thinking and Acting Small*, Greg Verdino will discuss what he means; why this matters to your business; and how to create a strategy that emphasizes relationships over reach, interaction over interruption, social networking over broadcast networks and the right small things over big-budget media buys. Greg's keynote will empower you to rethink, retool and revitalize your marketing strategies to take full advantage of the opportunities created by the social media revolution and microcontent explosion.

**1:50 – 2:30**

### Think Small Power Panel

**Franke Rodriguez**, Anomaly and By Lauren Luke

**Henry Posner**, B&H Photo-Video

**John Andrews**, Collective Bias and originator of Walmart Elevenmoms

Moderated by **Aaron Strout**, CMO of Powered

In the final session of the day, the individuals behind three of the businesses featured in *microMARKETING* will build upon the ideas Greg presents and share the details of how "thinking and acting small" empowered them to build better customer relationships, harness the power of social media influence, and create new business opportunities.