

SARAH LACY
SOCIAL MEDIA EXPERT / JOURNALIST

BusinessWeek's "Social Media Guru," Lacy has traveled to virtually every continent to talk about this growing trend in business today. She has reported on startups, technology, and venture capital in Silicon Valley for *BusinessWeek* for ten years, is currently a biweekly columnist for them, and is the co-host of Tech Ticker on Yahoo!Finance.

Her 2008 book, *Once You're Lucky, Twice You're Good*, is the story of entrepreneurs who never gave up on the Internet dream. Instead, they learned their lesson from the bust and in recent years have created groundbreaking new web companies. The first wave of Internet companies—sites like Amazon and eBay—simply moved offline commerce online. But the second iteration of dotcoms, dubbed Web 2.0, is all about bringing people together. Social networking sites like Facebook and MySpace unite friends online; YouTube lets anyone post videos for the world to see; Digg allows internet users to vote on the most relevant news of the day; Six Apart sells software that enables bloggers to post their viewpoints online, and Slide helps people customize their virtual selves. And then there is Twitter, a runaway transformative social media that has exploded across the world.

Lacy helps business people navigate this expanding landscape of social media, teaching them how to effectively incorporate such tools into everyday business to yield valuable results. Through her unique four point process, she helps executives protect themselves from the pressure to "jump in now, before your competition does," and addresses the nagging worries of exposure and missteps that open communication in this brave new world might give rise to.

Whether your goals are to recruit and retain the best and the brightest or to form a tighter bond with your customers by breaking down the barriers built by conventional 2-dimensional branding and marketing, Lacy will educate you on how to use these exciting new tools successfully and avoid the pitfalls that await the uninformed and unprepared.

TOPICS INCLUDE:

- Once You're Lucky, Twice You're Good
- Leveraging the Power of Social Media in Business Today