

aitp

association of information
technology professionals
los angeles



March 22, 2018 - SPRING TECH MEETUP

Social Media, Influencer Marketing and Millennials

Date: Thursday, March 22, 2018

Time: 6:00 to 9:00 PM

Place: Spaces California, 10100 Venice Blvd, Culver City, CA 90232

Space is Limited, Registration is required. Appetizers and drinks provided.

You are invited to an outstanding AITP-LA networking event focusing on social media. We're meeting at the newly-opened Spaces California Culver City, which provides creative working environments with a unique entrepreneurial spirit.

We'll be talking about new marketing approaches to capture attention of the largest generational group in the U.S. Are you a "digital native"? Do you multitask and synch across your devices? Then maybe you're a Millennial!

According to Nielsen's The Millennials on Millennials report, this group, born between 1980 and the mid-90s, has high technological literacy, but what really matters is whether a brand speaks to

them, and that they are actively part of a brand's conversation. . This means a major shift in the marketing landscape – and rapid evolution of tools and techniques for consumer involvement. This promises to be a lively interactive discussion. Our speaker and panelists will include:

Justin Womack, Online marketing expert, co-founder of LinkedIn Mastery Course

Joan Samuels, Business Development Consultant/Open Tech Initiative, MCS Inc.

Carole Schlocker, Queen of iSpace Inc.

Celebrate Spring in LA -- connect with professionals in many technologies including data science, content management, digital media, cyber security, and project management. Share your vision, learn others' perspectives, find common interests and opportunities. Bring your business cards for great networking. Space is Limited, Registration is required. We'll provide the appetizers and drinks. Members FREE and Non-members \$15.