

PRESS RELEASE

FOR IMMEDIATE RELEASE

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Social Media Analytics Workshop Offered at UW-Stout

Menomonie, WI, July 12, 2013 –Business professionals interested in dynamic tools and techniques to understand and leverage social media information and increase their competitive edge in marketing will benefit from a summer workshop. Marketing through Social Media Analytics: Understanding and Leveraging Social Media Information will be held August 8 on the University of Wisconsin – Stout campus.

This one-day course will provide tools and techniques in a business context to understand and leverage readily available social media information. Participants will learn strategies relating to the foundations of social listening, social media measurement, leveraging consumer-intelligence data, and context-driven strategies for real-world situations. Program registration will also include a follow-up webinar two weeks after the program to answer questions.

Participants registered by July 24 will receive a complimentary competitive analysis report on your organization for one social media channel. For more information and to register for the Social Media Analytics program, visit <http://www.uwstout.edu/profed/sanalytics.cfm>.

UW-Stout Professional Education Programs and Services, also a division of the Discovery Center, supports the mission of the University by providing adult learners with access to university education and resources for the enrichment of their lives, both personally and professionally. We provide programs relevant to the changing needs of business, industry, educators and the greater community. Each year, participants in our programs advance their careers, enrich their lives and have a positive impact on others.

Professor Eric Brey has vast experience from teaching marketing strategy and business innovation to giving keynotes on competitive and social technology integration. He uses edutainment to communicate his thought-provoking insights. As a leading consumer strategist recognized for innovation and turning his understanding of consumers' wants and needs into actionable business strategies. Eric has worked with domestic and international organizations

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