

Impact Interactions to Present Interactive Workshop “Social Media – Building a Menu for Your Guests”

Using social media to grow your business’ results has never been more important than it is today. Presenting at the prestigious MCI Entrepreneurial School in Austria, Impact Interactions’ President and Social Media expert Mike Rowland will lead senior executives in the best practices and strategies for using social media to achieve their business goals.

Stevensville, Maryland ([PRWEB](#)) November 19, 2009 -- Mike Rowland, President of Impact Interactions will present “Social Media – Building a Menu for Your Guests” on December 9th and 10th at Innsbruck’s MCI in an event sponsored by the PDA Group. As a leading expert in the use of social media strategy to drive significant business outcomes, Mr. Rowland will conduct a two day hands-on interactive workshop for senior executives interested in building sustainable social media programs that generate clear, measurable results.

“We see many companies struggling with the ingredients and execution of social media. The failure of organizations to properly integrate multiple social media efforts and then measure the results in business terms continues to reduce the opportunities for success. When combined with structural inefficiencies within the organization in terms of managing social media efforts, quantifiable results are even harder to achieve,” according to Mr. Rowland. The Impact Interactions’ workshop will “help executives to understand that social media must be planned and executed like the menu for a dinner party. You must know who is coming, why they will attend, what to serve, when to serve it, and how to measure your dinner’s success or failure in order to improve the next one.”

In his presentation, Mike will cover the practical business uses for applications ranging from Twitter, Facebook, MySpace, LinkedIn, and Blogs to company sponsored online communities while dispelling the common misperceptions about using social media in a business setting. Case studies and best practices derived from the ten years of Impact Interactions’ experience helping clients such as Cisco, SAP, NetApp, Intel, AARP, Sony, and others will be discussed with the executives. The workshop’s underlying focus on measurement will also help attendees to understand and build upon the results of the social media projects in their organizations.

“We are pleased to work with a great group of global business people at our sponsor PDA Group. Their focus on innovation, sustainable results, and efficiencies in business fits directly with how Impact Interactions helps companies utilize social media to achieve significant results. We look forward to a long term global relationship with PDA Group,” said Mr. Rowland.

For additional information regarding social media for your business or to have Mike Rowland speak at your event, please contact Trish Krahling at (410) 604-3304 or visit www.ImpactInteractions.com.

About Impact Interactions:

Impact Interactions helps numerous organizations such as Cisco, NetApp, SAP, Intel, AARP, and the American Chemical Society create, manage, and measure highly successful online interactive communities and social media projects. We address the critical need of major global organizations to closely connect with their customers in the online world. Impact Interactions aligns online strategies with organizations’ business goals to produce significant, measurable results through our consulting, moderation, social media monitoring, and reporting



services. Learn more at www.ImpactInteractions.com.

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