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## **MPI ALOHA CHAPTER UNRAVELS THE MYSTERIES OF SOCIAL MEDIA DURING ITS SEPTEMBER LUNCH PROGRAM**

HONOLULU, HI (September 4, 2009) – Twitter? Facebook? By now, everyone has heard how great social media can be for their careers, businesses and industries. But often, users become confused as to where to start. Unraveling the mysteries of social networking, the Aloha Chapter of Meeting Professionals International (MPI) will host a luncheon on Tuesday, September 15, 2009, featuring guest speakers who will offer hands-on instruction for getting started with Facebook, Twitter and also blogging. The lunch event will take place from 11:30 a.m. to 3:30 p.m. at the Hilton Waikiki Prince Kuhio. Attendees who can only attend part of the luncheon will still gain tremendous value with a full lesson in Twitter.

Roxanne Darling, co-owner of Bare Feet Studios LLC, and Tess Staadecker, assistant account executive of Becker Communications, Inc., will present best practices on utilizing Facebook and Twitter to their fullest potential. They will also address topics including workplace policies regarding the use of social media, time management issues, branding concerns and ROI. Attendees are asked to bring their laptops (with wireless connection capabilities) for hands-on instruction.

“Our mission at MPI is to provide our members with the tools to be even more successful, by building rich human connections through educational events,” said President Philip Richardson. “We’re truly excited about our upcoming luncheon, as it will not only address the important topics of social media but will provide our members and guests the opportunity to get started in social networking by sharing with them a live lesson for setting up their Facebook and Twitter accounts.”

An experienced speaker and trainer in technology, Darling specializes in new media, blogging, podcasting, online business strategy, website development, search engine optimization and more. She was recently voted one of the top 25 Most Influential Women in Social Media. Staadecker has a diverse marketing and public relations background that parallels her experience. Actively involved in the community, she is the program chair for the Social Media Club of Hawaii, events chair for the Hawaii

Cornell Alumni Association, and on the programs committee for Public Relations Society of America – Hawaii Chapter.

Tickets are \$35 for MPI members and \$45 for non-members. The deadline to RSVP is Monday, September 14, 2009. For more information or to register for the luncheon, please contact Sandy Narvaez at (808) 695-7581 or [sandymariesan@gmail.com](mailto:sandymariesan@gmail.com).

As a premier industry forum, Aloha MPI promotes professional development and enhances the recognition of the Meetings & Events profession of Hawaii's business community. An affiliate of Meeting Professionals International (MPI), the world's largest association of meeting professionals with more than 21,000 members and 67 chapters, Aloha MPI provides extensive educational programs and an active exchange of ideas that meet the diverse needs of its members. For more information about the MPI Aloha chapter, visit <http://mpi-ahochapter.com>.

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