Event Name: **Social Media Best Practices for Communicators**

Event Dates:

Wednesday, May 4, 2011	Pre-Conference Workshops
(must register separately for pre-conference workshops)	
Thursday, May 5, 2011	Main Conference (Day 1)
Friday, May 6, 2011	Main Conference (Day 2)

Event Location: The pre-conference workshops and the main conference sessions all take place at:

Cisco Systems, Inc. - Corporate Headquarters
Building 9
260 Tasman Drive
San Jose, CA 95134

Parking is available at the conference site.

Accommodations: Hilton Garden Inn – San Jose/Milpitas (2.5 miles NE of Cisco)
30 Ranch Drive
Milpitas, CA
408-719-1313
Room Rate is $139/night when you use the code RAGSM at the time of registration.

If you register online go to www.sanjosemilpitas.hgi.com and input RAGSM as the Group/Convention code or just Click Here to automatically receive the special conference rate.

Because of the location of the Cisco Campus and the available lodging, we **strongly recommend** a rental car if you are flying in for this event. Cab service is not a reliable option for this event.

Parking is available at the conference site.

Session Schedule:

Wednesday, May 4, 2011 — **Pre-Conference Workshops**

Video, video and more video: How the hottest channel in employee communications is reshaping the way communicators deliver news, train employees and bring about change **With Deanna Govoni and Alex Romano**	9:00am – noon
Ten years in the B2B trenches: A practitioner's guide to maximizing the return on your community **With Mike Rowland**	9:00pm – noon
The Smartphone revolution: Mobile marketing for B2B communicators **With Shel Holtz**	1:30pm – 4:30pm
17 social media tools for PR professionals **With Pete Codella**	1:30pm – 4:30pm

Thursday, May 5, 2011 — **Main Conference (Day 1)**

Opening Session Begins	9:00am
Final Session Ends:	5:30pm
Networking Cocktail Party	5:30pm -7:00pm

Friday, May 6, 2011 — **Main Conference (Day 2)**

Opening Session Begins	9:00am
Final Session Ends:	12:30pm

Refreshments and continental breakfast will be provided for the pre-conference workshops on Wednesday, May 4 and on both days of the main conference, as will a networking lunch on Thursday, May 5.

Registration Hours: The registration desk will be open one-hour prior to the beginning of the event on each day and will remain open until the end of the final session on each day. Please arrive at least 30 minutes early to register.

May 4:	8am – 4:30pm
May 5:	8am – 5:30pm
May 6:	8am – 12:30pm

Dress Code: Business casual or casual attire is suggested. Because the temperature in meeting rooms is often too cool for some and too warm for others, we recommend that you dress in layers.

Handouts: Speaker presentations will be available three business days following the event. You will receive a link to access the presentations as part of the conference survey email you will receive after the event.

Additional Info.: San Jose International Airport is located about 5 miles from the Cisco Campus.

Since the Cisco Campus is not downtown, we highly recommend renting a car if you are flying to San Jose for this event.

Free parking is available at the conference location.

The cocktail reception will immediately follow the first full day of the conference on Thursday, May 5th and will be in the same building as the event.

Wi-Fi will be available at the conference.

If you have any questions or comments during the conference, please don't hesitate to visit the registration desk or look for anyone with a blue STAFF badge.