

9-18-2009

Social Media Guru Chris Brogan - Free Lecture Sept. 29

Chapman University Media Relations

Follow this and additional works at: http://digitalcommons.chapman.edu/press_releases

 Part of the [Higher Education Commons](#), and the [Higher Education Administration Commons](#)

Recommended Citation

Chapman University Media Relations, "Social Media Guru Chris Brogan - Free Lecture Sept. 29" (2009). *Chapman Press Releases 2003-2011*. Paper 76.

http://digitalcommons.chapman.edu/press_releases/76

This Article is brought to you for free and open access by the Chapman Press at Chapman University Digital Commons. It has been accepted for inclusion in Chapman Press Releases 2003-2011 by an authorized administrator of Chapman University Digital Commons. For more information, please contact laughtin@chapman.edu.



Social Media Guru Chris Brogan - Free Lecture Sept. 29

Social media, huh? Meet Chris Brogan and you'll get it!

Orange, Calif., Sept. 18, 2009 -- Social media marketing. Twitter. Facebook. Digg. Mashable. Blogs. Who has time for all of this stuff, does it work -- and why should you care? ("Huh, Twitter...who has time for that??")

You should, and you should get your answers from Chris Brogan, one of the new media industry's brightest stars, at Memorial Hall on Sept. 29 (Tuesday) at 7 p.m. Brogan is a social media guru and one of the world's top bloggers. He advises businesses on how to use social media and networks to build influence, improve reputation and earn trust.

Brogan, president of New Marketing Labs, a new-media marketing agency, also is co-author of the New York Times bestseller *Trust Agents*, written with Julien Smith.

Brogan walks the talk on the Web. Check out his thought-provoking tweets at www.twitter.com/chrisbrogan. Or visit his Web site and blog by clicking [HERE](#) (www.chrisbrogan.com).

Brogan doesn't just tweet about where he's been or what he's up to. Instead, he'll form a question that just begs for a community response. He knows how to generate meaningful dialogue on the Web. He also sends out great motivational e-mail newsletters for anyone interested in social media and building relationships. You can subscribe to those on his site [HERE](#) (www.chrisbrogan.com).

Admission to the event in Memorial Hall is free, but registration is required. Just about every Brogan event that's held fills up fast. So reserve your seat by [CLICKING HERE](#) or by phone at 714- 997-6565.