

# Popular Keynote & Workshop Topics

## Presented By Carisa Miklusak, CEO



### **Beyond Social Media: Using Transmedia Storytelling to Fuel Wild Engagement**

For years the entertainment industry has utilized multi-platform approach to engage target audiences. Today, virtually any organization can use those same tactics to drive brand engagement, ultimately leading to revenue generation. Carisa will lead an interactive discussion that defines transmedia, how it has been put to use in the entertainment industry and how companies can use those same tactics to build brand awareness, brand loyalty and create brand advocates amongst social media influencers.

### **Social Media Response Strategy: Leveraging Positive and Negative Content in the Social Sphere**

Social media users are discussing brands both positively and negatively everyday. Carisa will lead discussions on how companies can harness user-generated content about their brand to engage consumers and drive enhanced brand perceptions. Carisa will share relevant examples and give attendees a guided approach to safe and effective response in the social sphere.

### **More Than Branding: Social Media as a Business Tool**

Carisa has a history of helping her clients use an integrated social media approach to facilitate brand transitions, product launches, crisis management and revenue generation. This relevant, interactive presentation focuses on utilizing social media as a business tool to address the most critical business issues any organization is facing.

### **Leveraging Social Media in a Regulated Environment: Escaping Paralysis**

Social media has emerged as a proven tool to generate revenue and increase audience engagement for brands and businesses. Consequently, certain regulated industries have found themselves among a cultural shift in the way they must market their brand. Regulated industry marketers must adapt their current initiatives to capture the attention of online audiences to take advantage of the brand advocacy and groundswell realized by other businesses. Regulated industries often face stringent parameters, policies and laws that significantly impact how social media can be used. This workshop will guide the audience through these obstacles, empowering marketers to create a successful social media strategy, engaging core consumers, employees and stakeholders.

### **Blogging and Microblogging For Executives: Conversing in the Open-Dialog Marketplace**

In this hands-on workshop, Carisa (@carisamiklusak) will show participants what they need to know to get started on creating or refreshing their own corporate or personal blogs. They will learn how to harness the power of the personal blogging persona, how to create a blogging strategy, what every company must do to drive organizational influence through their blog and how to do it all within the confines of the busy executive's life. Carisa will share multiple case studies, best practices and tactics to grow any blog to sustainable success.

### **Using Social Media to Drive B2B Sales Success: Research, Value Propositions and Objection Handling**

Get beyond the hot topic of Social Media and get to selling! Join Carisa for this in-depth look at how a sales force can cultivate passionate, engaged fans, followers and brand advocates to drive wild offline and online sales success. Carisa will share the values of the social media user and how an organization can leverage those values in social efforts to drive sales to the bottom line.

### **Previous Engagements**

Social Media Strategies Summit – San Francisco | F5 Expo – Vancouver | CityTV - Vancouver | Gulfstream 100.5 PeakFM | 93.7 JRFM | Extendicare | Microsoft | Careerbuilder.com | Personified | ServiceMaster Nike | Context | Hyatt Hotels | Meetup Vancouver | Ulta, Inc | Wired Women

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