

Professional Development Meeting

Social Media - Which witch is Which?

When:

Thursday, May 3rd, 6 PM

Place:

The Crowne Plaza
North Dallas/Addison
14315 Midway Road
North of LBJ/635, between Spring Valley and Belt Line Roads

Schedule:

- Registration 6:00-6:30 PM
- Dinner 6:30-8:30 PM

Cost:

- Professionals \$30
- Students \$10

To learn more about the event and to register, visit the website at <http://www.ntxapics.org>

Plan to attend May Professional Development Meeting

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Social Media - Which witch is Which?

Speaker: Elizabeth Lions
Elizabeth Lions Consulting, LLC
Author, Recession Proof Yourself!

Elizabeth Lions has kept current with the wave of social media. There is so much information out there about social media it can be dizzying!

If you are wondering if your social media plan is working or are in a career transition, this presentation is for you!

Elizabeth will discuss social media venues and which is best for your audience and purpose. She'll go over details around demographics of several social media platforms such as LinkedIn, Facebook at Twitter. She'll discuss content that will catch the readers attention. Lastly, she'll show you how to build value immediately to attract in new contacts, new business or a new job!



About the Speaker Elizabeth Lions

- Elizabeth Lions studied psychology at the University of Maine. An accomplished author, Elizabeth wrote, ‘Recession Proof Yourself’ during the throes of recession in 2009. It was written to assist the 15 million Americans that lost their job during the great recession. Apparently, it struck a chord with readers.
- Since then, Elizabeth Lions has been quoted in Hot Jobs, The Ladders, and Dice job boards. Her words have reached as far as the front page of the Philadelphia Tribune, CBS Money Watch and John Tesh’s blog. One morning she woke up to find her article had been translated in Mandarin! She encourages readers with solid career advice from all corners of the globe in Asia, India, Canada and the United States.
- Amazingly, Elizabeth wrote and launched the book while recovering from cancer. When asked, she stated that it was her way of leaving something behind larger than herself.
- Previous to becoming an accomplished Author, Professional Speaker and Executive Coach, Elizabeth started her career as a headhunter on the west coast. She had the pleasure of working with the leaders of Microsoft, EBay, Flir and Intel to name a few. It was during those private meetings in the board rooms that she discussed and transitions those who would be lay off and hired. Bottom line is Elizabeth knows why a person is hired, fired and promoted – before they do! She tells all in her first book. Her second book will be released in 2012.
- Elizabeth has developed and launched leadership programs for men and women in the corporate world. Her radio show on Bella Petite as a co host supports her vision to helping women become powerful leaders.
- Today, Elizabeth can be found writing, coaching and leading the who’s who of the corporate world. When she is not working, Elizabeth can be found traveling across state lines with her husband on their Harley Davidson motorcycle or in the yoga studio twisting for hours on end.