



IACP CENTER FOR SOCIAL MEDIA



SOCIAL MEDIA WORKSHOPS AT THE IACP 2012 ANNUAL CONFERENCE

To view the full conference agenda, learn about speakers, read workshop descriptions, and more, go to www.theiacpconference.org. All workshops will take place in the San Diego Convention Center.

SATURDAY, SEPTEMBER 29

Establishing a Social Media Presence
(Learning Lab)
1:00 PM - 3:00 PM, Room 7B



MONDAY, OCTOBER 1



How Social Media is Changing Crisis Response (Public Information Officers Track)
1:00 PM - 2:30 PM, Room 6D

Measuring the Return on Your Social Media Presence (Technology and Information Sharing Track)
1:00 PM - 3:00 PM, Room 8

TUESDAY, OCTOBER 2

Meet the Bloggers (Public Information Officers Track)
8:00 AM - 9:30 AM, Room 6D

Social Media: Challenges and Opportunities (Chief Executive Track)
1:00 PM - 3:00 PM, Room 6B

If You're Going to Use Social Media - Make It Worth Your Time (Public Information Officers Track)
3:00 PM - 5:00 PM, Room 6D

