



Jennie Vickers *The Intelligent Media Socialite*



Zeopard Social

Why you need an Intelligent Media Socialite for your next Event

Social Media is becoming non-negotiable for every organisation, at a time when pressure to deliver a return on the investment in every event is increasing. However, there are many senior and junior people who are still either fearful or dismissive of social media, at a time when customers in their billions are demanding it as a preferred channel of their relationship with a brand. Event Social Media needs to be steered intelligently, smartly and with wit.

An increased ROI and desired outcomes are delivered when event messages are more memorable and are therefore remembered.

Using social media intelligently at events, provides the perfect opportunity for everyone to have a go and experience it with a fresh perspective.

Why you need Jennie Vickers as the Intelligent Media Socialite for your next event:

- Jennie is seriously intelligent and seriously fun and engaging.
- She has a degree in Law, a Diploma in Business Administration and a Masters of Management, as well as being a member of the elite Beta Gamma Sigma Honors Society;
- She understands communications and thought leadership, mentoring thought leaders since 2008;
- She is an active and intelligent user of social media specialising in carrying event conversations forwards;
- She is an Advanced Mind Mapping and Memory Instructor for ThinkBuzan the creators of Mind Mapping; and as a practising lawyer she understands and manages Social Media risk and liabilities.

Make the difference to your next event with intelligence and entertainment.

Services can include:

- Setting the strategy for the event and identifying the platforms to deliver on the strategy;
- Pre-event activity to increase anticipation and to position the topics;
- In-event traffic creating discussions and informing those in and outside;
- Speaking from the platform about what and how to do it, with off platform help and advice; and
- Post-event reinforcing and entrenching key messages and setting the Social Media path going forward.

Contact us today

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