



For Immediate Release

## Chris Brogan announced as keynote speaker for Victoria's Social Media Camp June 8 - 9, 2012

*Best Selling Author hopes to remove fear and fatigue surrounding digital marketing strategies*

**Dec. 23, 2011, Victoria, BC** – Organizers for the most popular social media learning events in Canada are pleased to announce best selling author and digital media expert Chris Brogan will present the keynote address at Victoria's third annual Social Media Camp, June 8 - 9, 2012.

Brogan is president of [Human Business Works](#), a media and education company dedicated to helping companies improve customer acquisition and community nurturing. He is a *New York Times* and *Wall Street Journal* bestselling author and blogs at [www.chrisbrogan.com](#), a blog in the Top 5 of *Advertising Age's* Power150.

Brogan's soon to be released book, **Google+ for Business, How Google's Social Network Changes Everything** outlines the reasons behind using Google + , which is the search engine giant's entry into the world of social networks.

"Victoria is a remarkably tech forward community full of people doing cool stuff," said Brogan. "I will be going beyond the book to talk about how to get real value for your business." Brogan will also be available to meet with delegates during conference networking sessions.

"There are compelling reasons why businesses need to pay attention to new tools like Google+." said Brogan. "Google + allows users to share with their community and build a relationship before a sale like other social media...but more importantly for business, Google + can help improve search results. When you post publicly in Google +, the post is entered into search engines so you can see search results higher and faster. This is the essence of social search."

And, when over 800 social media devotees, and business and marketing leaders converge in Victoria, BC to share and learn about the latest tools , techniques and challenges, Brogan will suggest that delegates fire up their netbooks, iPads and social networks to address the leading issues in social media: fear and fatigue.

"People tell me that they just started to feel comfortable on Facebook and Twitter and don't want to have to add another social network," said Brogan. "And yet, they must." Brogan explains that keeping abreast on social media trends and tools is part of the marketing mix that keeps business ahead of the competition.

When attending a leading conference like Social Media Camp, Brogan also suggests attendees go beyond looking for a few new tips, but rather look for what they can apply to their business immediately. In preparation, Brogan advises Social Media Camp delegates to come with specific questions that are relevant to their business. "Just looking for a few tips is like going to a grocery store and asking someone what you should make for dinner."

**About Social Media Camp** The third annual Social Media Camp will be held at BC's Victoria Conference Centre, June 8 - 9, 2012. Created by Paul Holmes and Chris Burdge , Social Media Camp has grown to be the world's largest learning camp of its kind, bringing together the brightest social media minds in North America for two days of social media exploration, sharing and teaching, with ample time built in for networking. The agenda will include workshops, panels, key note speakers, roundtables, social showcase, a knowledge cafe, trade show, and the West Coast Social Media awards . Sessions will also include clearly defined streams for beginners and advanced users. Early bird tickets for Social Media Camp will be offered on the website on January 14<sup>th</sup>, 2012.



For more information and to register please visit [www.socialmediacamp.ca](http://www.socialmediacamp.ca). Facebook: [SocialMediaCamp](https://www.facebook.com/SocialMediaCamp). Twitter: [@SocMediaCamp](https://twitter.com/SocMediaCamp). Google +: <https://plus.google.com/102886685829158215325>.

#### **About Chris Brogan:**

- Made the New York Times and Wall Street Journal bestseller lists for [Trust Agents](#)
- Wrote for Entrepreneur magazine (print), SUCCESS magazine (online), and American Express OPEN Forum (online)
- Won the [Mass High Tech All Stars](#) award for 2008.
- Blogged since 1998 (when it was called journaling).
- Recorded several podcasts, and launched a small new media network in 2006.
- Video blogged in several forms, including [Small Boxes](#) and [AttentionUPGRADE](#).
- Built data centers, released software, acquired companies, and all kinds of other fun projects while working for a wireless telecommunications company.
- Launched the [PodCamp](#) unconference series with [Christopher S. Penn](#).
- Programmed and hosted the Video on the Net conference in 2007.
- Worked on an Internet video startup with [Jeff Pulver](#) in 2007.
- Collaborated on tons of social media and social networks projects over 2007.

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**Note to editors:** Additional high resolution images of Social Media Camp and Chris Brogan are available.

**Sample Tweet:** Chris Brogan announced as keynote speaker at Social Media Camp, Jun. 8/9 <http://bit.ly/sE59kd>  
#SMCamp #YYJ

#### **Media Contacts:**

Paul Holmes, Social Media Camp: 250-704-9556 (cell) or [paul@socialmediacamp.ca](mailto:paul@socialmediacamp.ca)

Deirdre Campbell, Tartan Group: 250-592-3838, 250-882-9199 (cell) or [deirdre@tartangroup.ca](mailto:deirdre@tartangroup.ca)

#### **For Chris Brogan:**

Anne Bryant, Human Business Works: 978-378-0705 or [Anne@bteam.co](mailto:Anne@bteam.co)

