Is Social Media a Revolution or Interruption?

Time: 11am - 12pm | Venue: Blk A, A.1.10

SYNOPSIS

Social media is not a one-size-fits-all business strategy. It is not a special channel to reach out to the younger customers. It is simply a new way of operating your business socially. Imagine “content” instead of beating “competition”. Imagine “conversation” instead of just “campaigns”. Imagine “community” instead of “company”. To have great content, you need creativity. To have great conversations, you need continuity. And to have great community, you need good collaboration!

The key question to think about before you even consider your objectives is: “How much control am I willing to surrender when my company is exposed on social media?”

ABOUT THE SPEAKER

Andrew Chow is a passionate social media and public relations strategist, entrepreneur, speaker and author of Social Media 247 and Public Relations 247. Based in Singapore, his insights into social media strategy, public relations and entrepreneurship have made him a choice selection for workshops and speaking engagements across Asia. His mission is to educate professionals on how to leverage social channels for tangible results. Andrew’s career of 28 years; has seen him work with an array of clients including BBC, Abbot Medical Optics, Singtel and Sony Pictures.