

Join us for an **exclusive, invitation-only lunch**

SOCIAL MEDIA'S COMMERCIAL APPLICATION

featuring **social media expert**

MICHAEL COOMER



DATE

Wednesday
16 October 2013

WHERE

National Australia
Bank, Boardroom,
Level 28, 255 George
Street Sydney NSW

TIME

12.30am –
Registration

12:50pm – Lunch
served

1:00pm – Welcome

1:05pm – Keynote
Presentation

1:40pm – Question
& Answer

2:00pm – Close

RSVP

Friday
4 October 2013

(02) 8303 2420

obodrova@
first5000.com.au

First 5000, in association with National Australia Bank, are hosting a **complimentary seminar for CEOs, CIOs, CFOs and CMDs** of successful Sydney-based mid-size businesses to explore the myths and realities of social media.

- ▶ **How to utilise social media in business strategy**
- ▶ **How commercial opportunities through social media are overriding traditional campaign management**
- ▶ **Successfully using social media for recruitment, trading and development**

MICHAEL COOMER leads the discussion on commercial applications of social media. With extensive experience working with Asian markets, he will demonstrate how he has used LinkedIn, Facebook, Flickr and other social media channels to recruit more than 25,000 staff. He explains how social media offers dramatically lower costs of sales, much shorter turnaround times and a very high strike rate of sales success. Michael highlights how brand extension can be customised and targeted at specific audiences and how companies can build their own data bases in real time. Michael says the saturation of mobile and smart devices is leading a revolution that offers a tidal wave of opportunities for enterprises which accept social media as the preeminent channel for taking the goods and services to market, rather than as a rival to traditional marketing operations.

About First 5000

An invitation-only business alliance, **First 5000** connects senior executives of Australia's top performing, high-growth medium-sized enterprises (MEs). **First 5000** members employ between 20-199 people and report an annual turnover of \$10 million or more, and are typically:

- ✓ *Entrepreneurs*: as a group, these companies boast average annual growth rates of 15% and over
- ✓ *Stable and well-established*: on average, this group has been in operation for 6-10 years
- ✓ *Innovators*: they are more likely than average MEs to invest in R&D
- ✓ *Export leaders*: they are more likely than average MEs to trade internationally