

# KVHRA

## Kennebec Valley Human Resources Association

**Social Media Advertising and Recruitment Strategies**  
*Presented by Matt Burgess – New Business and Digital Marketing Manager and  
 David Pride – PR/Social Media Specialist for Burgess Advertising & Marketing*

**This program has been submitted for HRCI Recertification Credits**

“In 2010, only 6% of companies were using social media for recruiting. Today, over 89% of company’s state they use some form of social media recruitment. The young, educated and tech-savvy people you want to join your company are highly active on social media. If you want them to join you rather than your competitor, you’ll need to be pretty skilled in social media yourself. Join Matt Burgess and David Pride as they discuss what should be included in a social media advertisement and recruitment strategy; the latest Social Media Trends and Best Practices for achieving the greatest results including how to make the most of social medial apps such as LinkedIn, Facebook, Twitter and others.”

**Wednesday, January 8, 2014; 7:30 a.m. – 9:30 a.m.**  
**O’Brien’s in the Best Western Plus on Main Street, Waterville, Maine**

7:30-7:50 a.m. ~ Registration, Breakfast, and Networking	<input type="checkbox"/> Member in advance:	\$20.00
7:50-8:00 a.m. ~ Welcome and a word from our sponsor	<input type="checkbox"/> Non-member in advance:	\$25.00
8:00-9:15 a.m. ~ Presentation	<input type="checkbox"/> Member/Non-member at the	
9:15-9:30a.m. ~Chapter information/Wrap up	door:	\$25.00
	<input type="checkbox"/> Student (with membership)	
	<input type="checkbox"/> Prepaid (with membership)	
	<input type="checkbox"/> Check Enclosed	

**(All members are welcome to stay for the Board meeting immediately following)**

\* To receive the in-advance discount, **registration along with payment must be received by 12:00** noon on **Friday, January 3, 2014**. To send payment with your registration, please mail to the address below. If you have pre-paid, you may e-mail your registration to [kvhraemail@gmail.com](mailto:kvhraemail@gmail.com).

Send to: KVHRA  
 P.O. Box 2186  
 Augusta, ME 04338-2186

Fax: 207-238-5375  
 E-mail: [kvhraemail@gmail.com](mailto:kvhraemail@gmail.com)

**PLEASE PRINT THE INFORMATION BELOW FOR LEGIBILITY PURPOSES. THANKS**

Name: \_\_\_\_\_ E-mail: \_\_\_\_\_  
 Company: \_\_\_\_\_ Phone: \_\_\_\_\_  
 Guest: \_\_\_\_\_ E-mail: \_\_\_\_\_

**PLEASE NOTE:** You are responsible for the meeting cost unless cancellation is made by 9:00 a.m. the Monday before the meeting. Please contact Annette McLaggan at **207-215-6882** if you need to cancel. Thank You!

**Matt Burgess – New Business and Digital Marketing Manager:** Matt spearheads the Agency’s online efforts for new and existing clients, including web development strategies, social media, and has a passion for sales-focused tactics such as inbound marketing, PPC and search. Before joining Burgess, Matt was Marketing Director at Shamrock Sports & Entertainment. He helped promote and attract sponsors for clients as Richard Childress (NASCAR), Sea World Parks and Entertainment, Goulian Aerosports to mention a few and worked on deals involving sponsors such as Sony, NAPA Auto Parts and Whelen Engineering. Matt interned with Arnold Worldwide in Boston, one of the world’s top 20 ad agencies, while a student at the University of Maine, where he earned his BS in Business Marketing.

**David Pride – PR/Social Media Specialist:** David has been finding new way to generate business through social media outlets for over 10 years. Prior to joining Burgess he owned a social media consulting business and designed new product launch campaigns for the world’s second largest poker chip company, Chipco International. David was also responsible for sales and social media at The Portland Harbor Hotel, Portland, Maine’s only 4 Diamond Hotel and successfully grew their social media presence by over 95% in one year. At Burgess, David’s primary responsibilities will be social medial marketing and public relations.

**SPONSORED BY:**

