

**Master of Science in Information Technology
Master of Engineering Management****“Social Media for Business:
Building Your Brand Organically”****Presented by Scott Manley, Co-Founder and CEO of FYIndOut****Wednesday, November 18, 2009****Reception: 5:30 p.m.****Presentation: 6:00 p.m.**

Technological Institute

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We've all heard of social media. Social networks such as Facebook, LinkedIn, Twitter, Ning, and more are making it easier than ever to connect with like-minded people to share information and experiences. While millions of people are using social media, many are still curious but hesitant to engage for multiple reasons such as the perceived lack of benefit, “all of that noise”, or the fact that it doesn't meet traditional ROI standards. Even though social media has been viewed as primarily consumer-based and personal, savvy business people are increasingly using it every day in their professional lives to build their network and their company brand. Make no mistake, whether your company decides to participate in social media or not, others are using it to talk about your brand with or without you.

Mr. Manley will explain social media and how businesses can use it to build their brand and community. He will discuss how to create a strategy that is right for your business and tactics that can be used to execute on that strategy along with providing successful examples for B2C and B2B companies. After his talk, Mr. Manley will be available to answer questions about social media and the challenges or fears businesses may have.

BIOGRAPHICAL INFORMATION:

Scott Manley is the co-founder and CEO of FYIndOut (pronounced “find out” with an “FYI”), a social business platform that allows businesses to find and share business, information, applications, and services. FYIndOut recently launched and is quickly becoming a valuable site for small- to mid-size businesses. Prior to starting FYIndOut, Scott was Senior Vice President at LaSalle Bank (acquired by Bank of America) where he managed security and emerging technologies for the commercial cash management portal group. In that role, Scott was responsible for the conceptualization and implementation of emerging technologies and solutions for the commercial portal as well as internal groups and processes. One of his products was granted a software patent. Scott was also responsible for finding and evaluating business applications and technologies for use within the bank and is very familiar with the current (and what he soon hopes to be past) process for finding and marketing b2b software and services. Prior to LaSalle Bank, Scott was a Product Manager at Motorola.

Scott holds a BA from The Eli Broad College of Business at Michigan State University and a Master's in IT from Northwestern University. He currently volunteers and serves on the Associate Board of Gilda's Club Chicago. You can learn more about Scott on LinkedIn (<http://www.linkedin.com/in/scottjmanley>) or follow him on Twitter (<http://www.twitter.com/scottjmanley>). He also writes most of the posts for FYIndOut's blog (<http://www.fyindout.com/blog>).

CORPORATE SUMMARY:

FYIndOut is the central place for professionals to find and promote business information, applications and services. Through FYIndOut, companies and professionals are able to connect and share content, reviews, and word-of-mouth. FYIndOut is a privately held company based in Chicago. For more information, visit www.fyindout.com.