

# Workshop Descriptions

## Keynote

### ***Marketing Survival Strategies for the Attention Economy***

Jeremy Epstein, “Never Stop Marketing”

One of the most influential social scientists of the 20th century, Herbert Simon, remarked that “a wealth of information creates a poverty of attention.” Simon succinctly wraps up the challenges facing marketers in the Internet era. Inundated by information and media from all sides, prospects and clients continue to tune out and ignore traditional marketing tactics and messages.

Firms of all sizes (with clients of all sizes) struggle with the central question:

***How do we effectively cut through all the noise to establish authentic dialogue and relationships and... make money?***

Jeremy Epstein, a “Marketing Navigator for the Attention Economy,” in a lively, interactive (and remarkable!) presentation that will:

1. help you understand the fundamental macro-societal shifts impacting marketers
2. provide guidelines for how to thrive as a marketer in the new environment
3. share the ground rules for new marketing
4. educate you on the key concepts of using Social Media as a marketing channel
5. offer suggestions on the first steps on the road to a Word-of-Mouth/Social Media marketing strategy

## Breakout Session I

### ***Leveraging Social Networks as Marketing Tools***

Mike Scrivener, B.S., Howard Community College

Growth of social networking sites like Facebook and LinkedIn has exploded in the past year, with thousands of new members joining every day. Learn how these new tools can help you market your services, connect with clients and develop your business. In this workshop, we'll cover how to create interactive profiles for yourself and your business, utilize advanced search functions to find potential clients, increase your attendance at events and workshops, generate web traffic through social media ads and much more.

### ***Clinical Considerations in the Use of Social Media***

Alissa Putman, Ph.D., Suzie Friedman, Ph.D., Tonya Osmond, M.S., Howard Community College

- What are potential positive and negative effects of using social media, such as Facebook, to market your services and/or to connect with clients?
- Is it appropriate to use social media tools to learn information about students on your campus or about your clients?
- If through your use of social media, you become aware of concerning information about students on your campus or about your client, what do/can/should you do?

Join us as we use case examples to discuss these questions as well as other potential clinical challenges that could arise in the use of social media.

## **Breakout Session II**

### ***Cyberstalking Victimization and College Students***

Nancy F. Hensler, Ph.D., Towson University

Cyberstalking, or technology-aided stalking, is the use of electronic communications or tracking technologies to pursue another person repeatedly to the point of inducing fear. This presentation will report on a recent study of the psychological and academic impact of cyberstalking victimization on U.S. college students. The presentation also will include findings regarding the effectiveness of cyberstalking victims' coping responses, predictors of informal and formal reporting behaviors, the frequency of disciplinary outcomes for cyberstalkers, and victims' reporting satisfaction. Conversation about suggested practice interventions and policy/advocacy at the college level will be invited.

### ***How to Use Social Media to Build Relationships, an Audience and Business!***

Ericka Alston, Pyramid Communications

This workshop will provide you with the fundamentals needed to incorporate social media into your strategic marketing plan. It will lay the groundwork needed to forge relationships with your clientele as more and more social interaction is taking place online, your organization needs to be a part of the conversation.

Social network marketing solidifies your brand, generating an ever-changing and interactive relationship with your demographic and customer base.

Learn how to join in on the conversation.

## **Session III**

### ***The Ethics of Online Counseling: Implications for Practice and Research***

Robert Lim, EdM, M.S., University of Maryland, College Park

The internet has created opportunities for the delivery of mental health services in new and innovative ways. Communication can now be conducted through email, instant messaging, audio-video using a webcam and microphone, and virtual reality. Such possible venues for therapy raise ethical considerations for both client and therapist. This session will explore the ethical concerns and guidelines as they pertain to conducting therapy online using email, instant messaging, audio-video using a webcam and microphone, and virtual reality. Case scenarios will be presented to highlight the ethical considerations. Although online counseling may create opportunities, it may not be appropriate for everyone. Research will be presented exploring factors that may be associated with a person's attitudes toward and willingness to use online counseling.