Social Media Risk Management Roundtable

December 1, 2011 Sacramento, California
Drexel University Center for Graduate Studies

A critical discussion for corporate and legal leadership about mitigating the risks associated with loss of intellectual property, compliance violations and HR lawsuits through employee use of public social media platforms such as Facebook, LinkedIn and Twitter.

Legal, Human Resource and IT leadership must come together to discuss the role and effectiveness of governance and technology and how risk can be reduced and behavior monitored in actionable ways.

Who Needs To Attend

CEO, COO, CIO
General Counsel
Corporate Legal
VP/Director - HR
Compliance Officers

AM Agenda - Includes Breakfast

7:00 Registration & Networking
8:00 Introduction
8:10 Identify & Prioritize Primary Concerns
8:30 Moderated Discussion
9:45 Solution Ideas
10:15 Discussion from submitted Questions

Moderator:

Jackie Alcalde-Marr
•Author, *Social Media At Work*
•Director, Organization & Talent Development, Oracle
•Adjunct Faculty, Drexel University
•Adjunct Faculty, University of San Francisco

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What can a social media mistake cost your company in fines, litigation, or loss of customer trust? $4.3 million, according to a survey focused on social media public relations disasters, lawsuits and security breaches.

Register online, call 916-538-3767 or email
Qualified participants only please.