

# Social Media Risk Management Roundtable

## Contents

1. Sponsorship Opportunity
2. Sponsorship Details
3. Event Promotion Sheet
4. Background Information
5. Contact Information

“...the only way to block social media is to block the Internet.”  
Sean Regan, Director of product marketing, Symantec

# Sponsorship Opportunity

This is a unique offer to be included in a conversation that is just beginning. Regulation and Compliance of employee activity online has risk and must be addressed. [C7group](#), a management consulting firm, and [Sociallogix](#), an enterprise software solution provider, are helping companies mitigate their risk and make progress.

We are co-hosting an executive roundtable discussion at Drexel University School of Graduate Studies. The roundtable will combine educational elements and open conversation. A follow-up white-paper briefing on the discussion will be published.

This new area of risk is mission critical. A few companies are invited to sponsor the roundtable and follow-up activity. Enterprise companies are invited to participate.

**Sponsorships Available:**  
**\$2,000 - \$5000 and \$20,000**

# Sponsorship Details

Representation of your firm may take the form of logo, word mark, tagline, brief description and additional content as appropriate (subject matter relevant) in the following:

- Prominent brand positioning with Roundtable participants specifically about the subject of mitigating legal exposure online as it applies to leadership from our region's largest companies
- Invitation material including online registration at <http://socialmediarisk.eventbrite.com/>
- All event related correspondence
- C7group website - [www.c7group.com](http://www.c7group.com)
- Sociallogix website - [www.sociallogix.com](http://www.sociallogix.com)
- Related online properties and public social platforms (LinkedIn, Facebook, etc.)
- Social Media Risk Management whitepaper (de-brief and results from the round-table)
  - Cover, front matter, related appendices and/or reference
  - Paper will be shared online and, we expect, central to ongoing discussion in this matter
- Sacramento Business Journal Article
  - A corresponding article about social media risk management and it's legal and regulatory importance will be published in September
- Other media and viral online conversation, including video clips, are likely. Inclusion may require active participation.
- First right of participation in future related events and subject matter intellectual property.

# Social Media Risk Management Roundtable

Sacramento, California December 1, 2011  
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

Sponsored By  
To be announced

Hosted by  
**C7group**  
**Sociallogix**

**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.

Corporate executive leadership in Sacramento are about to address their legal exposure in the areas of intellectual property, labor and employment, internet defamation and more. Risk in this area will grow as corporations become more and more engaged in the modern social business imperative.

The discussion will include recommended approaches to rules and regulations recently introduced by the National Labor Relations Board (NLRB), the Financial Industry Regulatory Authority (FINRA), SEC, NASD and Health Insurance Portability and Accountability Act (HIPAA).

Exploring solutions now and in this format will create the practice leadership in this space.

We look forward to your participation.

**Jeff Marmins**

jeff@c7group.com

916-538-3767

**Dan Romine**

daniel@sociallogix.com

916.502.0904