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## **ASU SkySong to host 7th Social Media Arizona Conference**

SCOTTSDALE, Ariz. (May 5, 2014) – ASU SkySong will host the 7th annual Social Media Arizona (SMAZ 7) conference on Thursday, May 29 from 9 a.m. to 4:30 p.m. SMAZ 7 will be a business-focused event designed to educate business owners and marketing professionals about the latest social media and digital marketing platforms.

Attendees will engage with leading industry experts and corporate executives in discussions on the latest social media trends. They also will learn about cutting edge technologies to reach customers and support clients.

SMAZ 7 will feature Jeffrey K. Rohrs, author, speaker and vice president of marketing insights for ExactTarget. Rohrs will provide insight on the emergence of proprietary audience development as a core marketing responsibility.

“Keynote speaker Jeffrey K. Rohrs, the ‘pied piper of marketing sensibilities,’ is sure to share a full array of knowledge that will boost the bottom line for business owners,” SMAZ conference organizer Tracy Lea said. “Our attendees also will be able to enjoy a beginner or advanced program which will benefit professionals at all levels of the social media spectrum.”

Breakout sessions will include topics covering SEO, mobile marketing, online-to- video sales conversion, metrics for maximizing B2B social media, digital public relations, as well as panels on crisis control and building social culture.

ABC 15 news anchor Dan Spindle, will emcee the event.

SMAZ 7 is open to the public with attendees capped at 300 people. Entrepreneurs, corporate executives, startups and social media gurus should consider attending for a valuable day of learning and engaging with industry experts.

Tickets are available for purchase at <http://socialmediaaz.org/register/>. For more information about SMAZ 7 and conference presenters please visit <http://socialmediaaz.org>.

**About ASU SkySong (<http://skysong.asu.edu/>):**

ASU SkySong impacts local, state and international economies by engaging the University with businesses and governments to drive economic development and corporate engagement. ASU SkySong helps grow the economy through launching and accelerating new companies and promoting use inspired research. ASU SkySong, and the dozens of emerging innovation driven companies located there, are dedicated to positively impacting the economies of our state and the country for years to come.

**About Social Media Arizona (<http://socialmediaaz.org/>):**

The Social Media for Business professional development event is a business-focused conference designed to help companies understand and use digital marketing to impact the bottom line. Learn from industry experts and corporate executives who are successfully using social media tools to reach customers, uncover new revenue streams and further their business objectives.

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