



Social Media – Execute, Track, Measure and Improve Results

**Advertising Club
of Westchester**
ADVOCATE | CREATE | WIN

**WEDNESDAY
Sept. 23th, 2009**

**Double Tree Hotel
Tarrytown**

6:30-8:30

*Hot and Cold hors d'oeuvres
will be served*

Andrew Hazen of Prime Visibility will present information which will help your business grow using the latest in Social Media advances such as LinkedIn, Twitter, blogs, forums, niche communities, etc. He will explore ways to best execute social media posts and track, measure and improve your results with them. There will also be a Q&A opportunity as well.

Andrew Hazen founded the full-service Long Island, NY, search engine marketing firm Prime Visibility in 1998 and dedicated it to increasing its clients' traffic, sales and ROI. Prime Visibility made the Inc. list of the fastest-growing private companies in America in 2007 and 2008.

Acquired by PV Media Group in January 2008, Prime Visibility provides integrated online marketing plans and individually tailored services, including SEO, Pay-Per-Click (PPC), email marketing, conversion tracking solutions, Web 2.0, social networking and other SEM services.

Mr. Hazen has established himself as a serial entrepreneur, developing and branding businesses for more than a decade. He is a frequent panel speaker and guest columnist on e-marketing, SEO and Internet law. Mr. Hazen has been featured often on established news outlets including: FOX Business, A&E Biography Channel, iMedia Connection, MediaPost, New York Newsday, Los Angeles Times, and many others. Hazen is also a published author and is a member of Long Island's prestigious 40 Under 40 Club for rising business stars.

Mr. Hazen has turned Prime Visibility into a socially conscious company that is active in numerous environmental and charitable causes. In 2006, he was elected to the board of the non-profit Rock CAN Roll and LISTnet. After earning a B.A. from the State University of New York College at Oswego, Hazen received a J.D. from Thomas M. Cooley Law School.

ACW members and their guests \$35.00 and in advance. Non-Members \$40.00

Make your reservation by e-mailing Josefina Kocovic, ACW Office Manager at: info@acw.org or by calling: 914-202-3116. Fax: 914-620-1716 or mail the form with your check payable to ACW to: Advertising Club of Westchester, 405 Tarrytown Road #1504, White Plains, New York 10607

NAME _____ COMPANY _____
ADDRESS _____ CITY _____ STATE _____ ZIP _____
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NO. OF RESERVATIONS @ \$35 (ACW MEMBER AND GUESTS) _____
NO. OF RESERVATION @ \$40 (NON-MEMBER RATE) _____
Enclosed is my check for \$ _____

I wish to charge my credit card (circle one) **AMEX** **Visa** **MasterCard**

Credit Card No. _____ CVV# on back of card _____
Expiration Date _____ Signature _____