

# Centre for Organizational Governance in Agriculture

*Sponsored by the BC Council of Marketing Boards*

## AGENDA

### Promoting the Message of Agriculture Using Social Media with Lilian Schaar Agri-Food Project Services Ltd.

Thursday, October 27, 2011  
Ramada Plaza and Conference Centre  
36035 North Parallel Road, Abbotsford, BC

- 9:30 am      Welcome
- Social media – Tools and tips to share your story and influence opinion
- 10:45 am      Break
- 11:00 am      Social media – Tools and tips to share your story and influence opinion  
(continued)
- 11:40 am      Industry Panel: Brian Bilkes, Cheryl Davie, Geraldine Auston, Sharmin Gamiet
- Sharing their introduction to social media
  - How they use and manage their social media tool(s) for themselves and/or their industry
  - The benefits of using social media
- 12:15 pm      Lunch
- 1:15 pm        Twitter Tools
- 2:15 pm        Break
- 2:30 pm        Twitter Tools (continued)
- 3:30 pm        Closing

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