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Social Media Days at UMass Boston

Werner Kunz

University of Massachusetts Boston, werner.kunz@umb.edu

Heidi Burgess

University of Massachusetts Boston, burgess.heidi@gmail.com

Andrea Reardon

University of Massachusetts Boston, andrea.reardon@umb.edu

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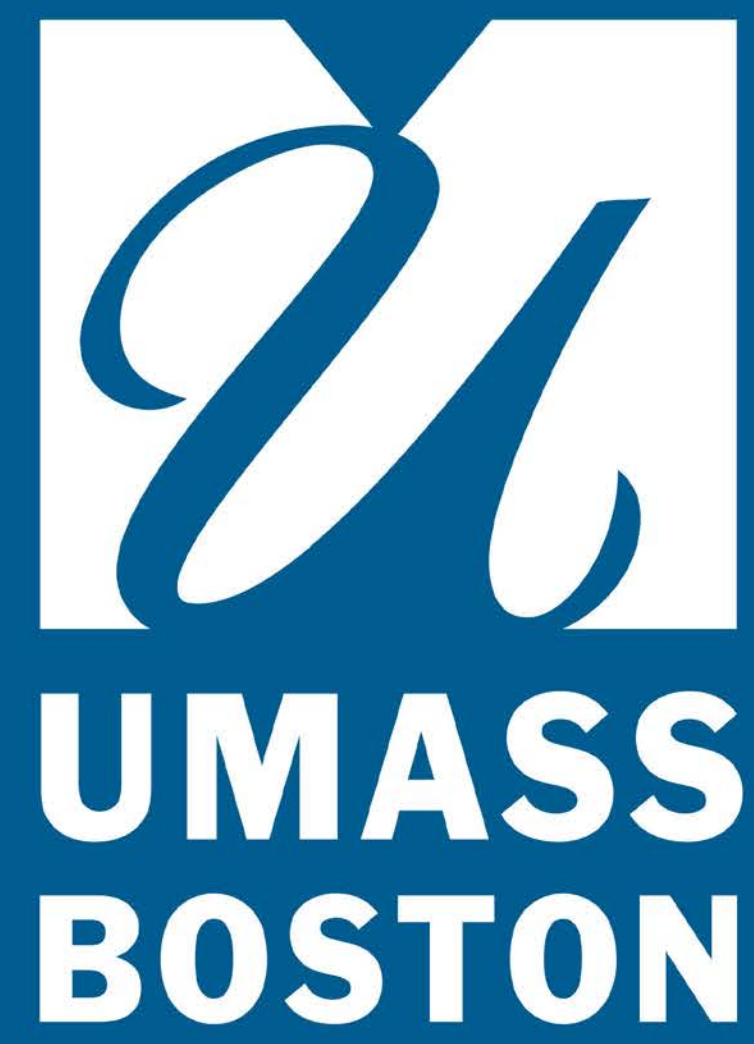
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Social Media Days at UMass Boston

Werner Kunz, Heidi Burgess, and Andrea Reardon – College of Management

Summary/Abstract

Hosted by **Professor Werner Kunz**, Social Media Days is envisioned to be a meeting place and networking hub for Boston businesses and organizations interested in Social Media. This daylong event combines presentations from high profile speakers with breakout discussions/small group workshops. Attendees can expect high quality and knowledgeable speakers and an increased amount of face to face interaction.

Social Media Days **strengthens the connection** between UMass Boston and the local business community through an engaging day long event.

Goals and Objectives

The event objective is to answer the following questions:

- How can you build relationships through social media that last longer?
- What can social media do for your customer base?

Goal: Create a **measurable connection** between UMass Boston and Boston's business community.

Results/Impacts

The last event, which took place in November of 2013, hosted **190 attendees**. Attendees included local businesses, organizations, academia, and UMass administration.

Local business sectors: Health & Hospitality, Marketing & Consulting, Non-Profit, Public Service, IT, and Real Estate.

Speaker representatives: Google, Yelp, ZipCar, LevelUp, Boston.com, and local celebrity BostonTweet.



Approaches and Methods

Program includes:

- Lecture style presentations
- Breakout sessions
- Networking opportunities
- Face to face interactions

Conclusion/Next Steps

This year's topic is "**Using Social Media to Build Meaningful Relationships.**"

The event is scheduled to take place on May 14th, 2014 at the Campus Center.



Partnership Information

Werner Kunz, Assistant Professor of Marketing, Werner.Kunz@umb.edu, 617.287.7909

Heidi Burgess, Graduate Assistant, burgess.heidi@gmail.com, 508.560.3555

Andrea Reardon, Director of Business Development and Communications, andrea.reardon@umb.edu, 617.287.7708

This event is hosted by the College of Management and the Office for Community Relations at UMass Boston.