

# EVENTS

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## Butzel Long Future Leaders Club - Into the Social Media Woods

Bloomfield Hills, MI  
1.28.2015

A good social media strategy encompasses the art of storytelling, the savvy of technology and the avoidance of pitfalls. The major social media platforms can let a brand soar and establish individuals as influencers. At the same time, the threat of a negative reputation going viral lurks like a wolf in the shadows. As young professionals, it's important to ask the questions on how to develop a positive brand image while avoiding legal and publicity concerns. Some of the tips may be magical, so join us for a lively panel discussion as we go "Into the Social Media Woods" and provide insights for success while avoiding giant failures.

### Guest Speakers:

- **Ryan Bowers**, Marketing Director at Marsh & McLennan Agency
- **James Cristbrook**, Owner, Shain Park Realtors
- **Jennifer Dukarski**, Butzel Long

### Future Leaders Club

**Wednesday, January 28, 2015**

**5:30-7:00pm**

### Butzel Long

Bloomfield Hills Office

Stoneridge West Bldg.

41000 Woodward Ave.

Bloomfield Hills, MI 48304

***Drinks, snacks and networking***

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- **Welcome and Introductions**

5:30-6:00pm

- **Presentation and Group Discussion**

6:00-6:30pm

- **Networking**

6:30-7:00pm

**Registration is now closed, but walk-ins are welcome!**

*Questions should be directed to Charmese Wilson at [wilsonc@butzel.com](mailto:wilsonc@butzel.com) or 313.983.6904*