



The Employee Assistance Program Association of Toronto (EAPAT) Proudly Presents

The Social Media Story so Far:

A Report Card on Web 2.0 and What it Has and Hasn't Done for Business

Please join us to help kick-start 2010 (and the economy), for a very topical and relevant presentation on where we now stand in the connected world by our special guest **Steve Prentice**.

The last two years have seen an explosion of interactive communications, with FaceBook, Twitter and LinkedIn becoming essential business communications tools, with a US President whose campaign included buying billboard space in Xbox racetrack games, with iPhones replacing land-lines in people's homes, and with Google photographing everything on earth (and beyond).

This next year promises in-flight internet access, Smartphones with moods, magazines with Harry Potter-style moving ads, and Google getting everyone on the Wave.

So is all of this working? What has the social media revolution achieved for employees, for companies and for us as private human beings?

Business communications expert **Steve Prentice** will deliver his report card on the social media revolution, including success stories, horror stories, and a detailed, fact filled assessment on how human beings are coping and evolving in the high-speed wireless economy, and how this affects EAP.

Steve Prentice is a specialist in organizational psychology, with his focus being the effective pairing of people and technology in the workplace. He is CEO of Bristall Morgan Inc., a consulting and training firm with offices in Toronto and New York. He is also an author and producer of business television programs. Steve holds degrees in Communications and Psychology. He makes frequent appearances on television, radio and in print in both Canada and the US, as an expert in workplace productivity and technology.



Thursday, February 4, 2010

Agenda: Breakfast and Networking 7:30 AM – 8:00 AM

Presentation and Q & A 8:00 AM – 9:30 AM

Location: Toronto Lawn Tennis Club

44 Price Street (Phone: 416-922-1105)

Underground Parking is free – cost covered by EAPAT

Fee: \$35 for non-members, complimentary to members

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