



[Scott Klososky & FPOVi Announce New Digital Marketing \(Enterprise Social\) Workshop July 19-20, 2012](#)

Join international technology expert Scott Klososky with Future Point of View Institute for a two-Day Enterprise Social Technology boot camp-style workshop in Dallas, TX July 19th-20th, 2012.

Online PR News â€“ 05-June-2012 â€“ The young field of social technologies (social media, social networking, & social relevance) is already showing great promise as a set of powerful digital marketing tools to support a holistic perspective on integration with existing business goals and objectives. Unfortunately, the reality is that most organizations aren't sure where to start and have little idea of the far-reaching impact or full breadth of resources available in the social toolbox. After all, it's only getting bigger every day and there is far more to understanding social than manning a Facebook business page or Twitter account with cute social icons on your web site. So we ask, do YOU have the right tools and process strategies in place to join the social conversation, enhance your online presence, and outpace the technology race in your industry?

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Stop waiting for the next big thing and get the 4-1-1 on the shift that's already happening right in front of you - join international technology speaker, author, and consultant Scott Klososky with Future Point of View Institute (FPOVi) as we bring together 15-25 varied professionals eager to learn how understanding social dynamics and trends with the right foundation strategies can position your career and organization to own the technology lead in your space.

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This boot camp-style workshop event delivers the most comprehensive review of social dynamics, processes, and trends available today. Our promise is that everyone who attends will leave with more knowledge to drive a noticeable, measurable impact on their organizations' bottom line and online marketing strategies over the next few years. This is a rare opportunity to meet others with the same responsibilities and aspirations of navigating the new frontier of social networking, social media, and social relevancy.

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Program Benefits

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* Experience a thought-leading global and historical context for why social technologies are exploding, including their role in today's organizations, and why leaders need to pay attention.

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* Learn the 15 unique social dynamics that Web 2.0 has delivered to the world. This list can be used to design an organization's go-forward strategy

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* Gain a clear understanding of the processes that can be used to implement social technologies.

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* Achieve a crystal-clear vision for how social technologies can be used to further organizational strategies.

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* Understand a clear picture of the future path social technologies are likely to take.

The content and pace at the boot camp will be intensive and registration will be kept to a minimum so we can devote more time to focusing on program content and your career and organization-centric questions. During the course of the boot camp you will receive many resources including a USB digital binder of 12-step social technology tools, process documents, templates, and other content to take you deep into the integration process. After the event you will also receive a complete slide deck of the presentation.

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Program Dates & Fees

* July 19-20, 2012 Dallas, TX (Las Colinas)

* \$3,000 per participant/ \$5,000 for two (Available discounts for multiple FPOVi course enrollment or if signing up additional participants from the same organization)

Our team is passionate about helping you and your organization embrace these powerful trends and we're confident in providing a game-changing experience. We bring attendees from all different industries and minds from every level of experience - we're only waiting to hear from you.

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Future Point of View is a thought-leading consulting and speaking firm specializing in helping clients understand and leverage emerging online technology trends to win. FPOV's own Scott Klososky is an internationally recognized social technology expert and a highly sought-after technology speaker. From leveraging the latest trends to understanding how technology is forever changing the business world, Scott delivers game-changing insight to give clients the edge they need.

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To purchase your ticket(s), request a spot hold, or for more information including upcoming dates and hotel arrangements, please contact Sara Bratcher via: sara@fpov.org or (405) 359-3910.

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About Us:

Scott Klososky, a former CEO of three successful startup companies and founder of Future Point of View, specializes in looking over the horizon with how technology is changing the world. His vision and ability to see trends in emerging technologies allow him to be a thought leader who applies his skills to help organizations thrive, leaders prosper, and entire industries move forward. His love of being a technology entrepreneur assures that he continually works in the trenches of building his own companies.

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For more information on Scott Klososky or his FPOV team, please refer to: <http://www.klososky.com> or <http://www.fpov.org>.

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