



# Social Media Training and Donor Drive 2010 Webinar

**What:** Learn the best practices for conducting a social media campaign and how to apply those practices to Donor Drive 2010, the statewide effort to add 1 million people to the Michigan Organ Donor Registry.

**Presenter:** Ellyn Davidson of Brogan & Partners Convergence Marketing/Ignite Social Media, a nationally recognized leader in social media strategies.

**Who:** The Webinar is open to all partners interested in promoting organ and tissue donation, especially hospital marketing and public relations professionals.

**Cost:** Free

**When:** 1-2 p.m. Wednesday, February 24

**To participate:** Detailed instructions for the Webinar are on the next page. People are also welcome to participate at the Gift of Life office, 3861 Research Park Drive, Ann Arbor, MI 48108. Food and beverages will be available beginning at noon.

**More info:** Contact Tim Makinen of Gift of Life, (800) 482-4881





# How to Join the Webinar

**Ignite Social Media Training/Donor Drive 2010 WEBINAR**  
**February 24, 2010**  
**1 – 2 p.m.**

1. Please go to [www.genesys.com](http://www.genesys.com)
2. On the right side of the screen, select “Join Meeting” as a Participant
3. Enter the meeting number **1831456**

Note: If you require technical assistance **after dialing-in**, please press **\*10\*** to be connected to a Genesys representative.

## **Not on the web?**

Telephone-ONLY access:

1. Dial the toll free number: (866) 275-9844
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