

*All AGC Georgia members,
regardless of age or
career path are invited!*

Authentically Social: *Putting Culture, Community and Connection at the Core of your Digital Strategy*

Corey Perlman's *Authentically Social* keynote is an inspiring and insightful presentation that explains how to use social media to engage with customers and prospects. Corey will explore the value of being authentic, the power of storytelling, and how to leverage the right platforms to reach the right people. He will share examples of how businesses allow followers to see 'behind the curtain' and how this more personalized experience creates deep and long-lasting relationships.



From his 12+ years of owning a digital marketing agency, he'll share best practices from the field that are easy to implement and quick to see results. You'll walk away with new ideas on how to bring more personality and authenticity to your social media and online presence.

When your business becomes more 'Authentically Social,' the benefit will be increased leads, higher conversions and repeat business. Do not miss this action-packed, value-rich presentation!

Key Participant Takeaways:

- Prioritize your Platforms. Which platforms to focus on and which to ignore.
- Avoid being the 'Squawking Parrot' (frustrates and annoys) and, instead, be the Wise Owl (educates, entertains & enriches lives).
- Motion moves the needle. How to win the algorithm game by creating more motion and eliminating static content.
- Don't be the hero in your own digital story. Learn how to shift your focus from being about you to being about customers, community, and company culture.

 **YOUNG
LEADERSHIP
PROGRAM**

**AGC**
Georgia

- ▶ Wednesday, Sept. 20, 2023
- ▶ 11:30 am – 1:30 pm
- ▶ AGC Georgia's Training Center
1940 The Exchange; 30339



Registration Information

Wednesday, Sept. 20, 2023 | 11:30 am – 1:30 pm
AGC Georgia's Training Center | 1940 The Exchange; 30339

Online preferred pricing is available by visiting www.agcga.org and clicking on *Calendar/Register*.

Member representatives enrolled in Young Leadership Program:

- | | |
|--|---|
| <input type="checkbox"/> Register ONLINE on or before Sept. 6 – free | <input type="checkbox"/> Register ONLINE on or after Sept. 6 – \$20 |
| <input type="checkbox"/> Register with this form on or before Sept. 6 – \$20 | <input type="checkbox"/> Register with this form on or after Sept. 6 – \$30 |

ALERT: Young Leadership Program members who cancel after Sept. 13 or register and fail to attend will be charged \$50.

Representatives of AGC Georgia firms who are not enrolled as a member of the Young Leadership Program:

- | | |
|--|--|
| <input type="checkbox"/> Register ONLINE on or before Sept. 6 – \$85 | <input type="checkbox"/> Register ONLINE on or after Sept. 6 – \$95 |
| <input type="checkbox"/> Register with this form on or before Sept. 6 – \$95 | <input type="checkbox"/> Register with this form on or after Sept. 6 – \$105 |

ALERT: No cancellations after September 13 - only substitutions.

*******If you are choosing to forego the online registration discount, please complete the form below.**

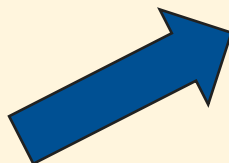
Name: _____ Company: _____

Email: _____ Title: _____ **Total Due:** _____

☐ **Check:** Mail form & check (payable to **AGC Georgia**) to: **Wells Fargo/AGC Georgia; P.O. Box 934023; Atlanta, GA 31193-4023**

☐ **Charge My:** ☐ AmEx ☐ MC ☐ Visa ☐ Discover

**For questions, contact
Machell Harper,
Director, Member Services
and liaison to YLP at
678.298.4108 or
harper@agcga.org.**



**Regardless of whether a payment is due,
please use one of the methods below to
return this form.**

- **Electronically:** Use "Click to Submit" button to attach to an automated email (This does not work on all systems.)
- **Fax:** 678-298-4101
- **Email:** (After manually filling out form):
registration@agcga.org