



March Professional Development Meeting

PDM Topic: Social Media, an important but rapidly changing business tool

The event will be held at the Burlington Holiday Inn (Guelph Line / QEW exit) on March 27th

Presentation Summary: This session will get you thinking about the importance of social media in today's business environment. The relationship to marketing is clear but what practical applications exist for your firm's other functional areas ... like supply chain management. We'll have a look at best practices associated with existing platforms as well as explore some new approaches just coming on line.

Andrew McTear Bio: Prior to joining the business faculty at Mohawk College as a full time professor, Andrew spent 20 plus years in a variety of business rolls and management positions ... including half a dozen years in logistics. His current course on Social Media and Business is a popular elective for Business Administration and General Business students. Andrew has a diploma in Mechanical Engineering Technology, a BA in Economics from the University of New Brunswick and he received his MBA from Wilfrid Laurier University.

Location: [Burlington Holiday Inn](#)

Cost: *\$20 - Members*
\$25 - Non-Members
\$ 5 - Student Non-Members
Free - Student Members

Time: Doors open at 6:30PM (for networking)
Presentation begins (approximately) at 7:30PM