

On November 15, 2012, the Society of Actuaries and the Pacific Rim Actuaries' Club of Toronto will be jointly holding a business workshop about social media

"Being Social: It's a Game Changer."

Social media is expected to become common in the business world and in this workshop you will learn how to use it to effectively network and communicate with colleagues, clients and vendors. The workshop will feature three panelists and interactive discussions with the attendees.

Joseph De Dominicis, Staff Fellow, SOA, will moderate the workshop. The three panelists are:

1. Lisamarie Lukas, Director of Communications, SOA
2. Kevin Pledge, CEO and Co-founder, Insight Decision Solutions
3. Becki Tobia, Manager & Actuarial Recruiter, DW Simpson

The workshop is free for current members of our Club and \$20 for non-members. In order to sign up for free, members must register by the early bird deadline of **Monday, November 12, 2012** and complete a survey on their media use. The surveys will be summarized anonymously. University students can also sign up for free. Members and students who register after the early bird deadline or do not complete their surveys are welcome to attend at a cost of \$20. The meeting will start at 5:30 pm at the Bay Adelaide Center (333 Bay Street, 46th floor) and there will be networking opportunities at 7:30 pm where a light meal and drinks will be served. An early bird prize (Kobo Glo E-reader) will be drawn at around 8:30 pm.

Information and registration for the workshop can be obtained by clicking on the following link:

[SOA - Society of Actuaries - Being Social: It's a Game Changer](#)

The survey that needs to be completed by all attendees can be obtained by clicking on the following link: <https://soa.wufoo.com/forms/pract-social-media-survey/>

We hope to see you on November 15th!