



For Immediate Release

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Marine Marketers of America Hosts Miami Program “Managing and Measuring Social Media to Maximize ROI”

Miami - Jan. 23, 2012 - The rise of social media as a marketing tool has raised as many questions as it has produced answers. Determining whether social media is worth the investment of time, money and manpower is a critical calculation for most small and medium-size companies. How to maximize that investment is an essential next step. To provide answers to these and other vexing questions, Marine Marketers of America (MMA) has assembled a panel of social media experts working in the marine industry who will share their expertise during the upcoming Miami International Boat Show.

“Managing and Measuring Social Media to Maximize ROI” will begin with a brief presentation by four panelists who will discuss why they believe leveraging social media properly will become increasingly important for achieving success in the marine industry.

The four panelists are:

- Josh Chiles, CEO and Founder of Engaged!, a social media firm specializing in the marine industry. Josh writes a blog for Boating Industry Magazine and has worked with the National Marine Manufacturers Association (NMMA) and Discover Boating on a number of social media webinars.
- Mike Dickman, General Manager of BoatQuest.com, an online classifieds service for boats under 35 feet owned by Active Interest Media.
- Cam Collins, a software entrepreneur, internet marketing and mobile business technology strategist and President/CEO of Exuma Technologies, Inc.

- Jared Jester, CEO of Jester Communications, a “think tank” or incubator for new and emerging technologies, is an award-winning expert in mobile media.

Following the individual presentations, MMA President Wanda Kenton Smith and MMA Vice President Michael Sciulla will question the panelists about how to track and measure social media success, how to choose the most appropriate and cost-effective social media platforms, how to best engage customers, and how to employ mobile media apps. Immediately following this segment, the panelists will take questions from the audience.

“Managing and Measuring Social Media to Maximize ROI” will take place during the annual general members meeting of MMA at the Miami Beach Convention Center, beginning at 3 p.m. on Thursday, Feb. 16 in room A204. The event is part of MMA’s focus on providing professional marketing development for the industry and is free to members and industry trade guests alike. The event will also include a social networking segment and brief association report. Seating is available on a first-come, first-serve basis; no advance registration required.

The event is co-sponsored by the NMMA.

Founded in 2007, MMA is a professional development organization working to enhance the success of marketing and communications professionals involved in the recreational marine industry.