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Amber MacArthur

Web Consultant, Strategist and Journalist

The Do's and Don'ts of Social Media and Web 2.0,
How to Use Social Media to Save Your Marketing
Dollars

THE LATEST: Read Amber Mac's profile in Canadian Business Magazine [HERE](#).

Amber Mac is a consultant, host, and journalist who has championed, chronicled and even helped to enable the gargantuan growth of social media as a force for improving business and community. Enthusiastic and deeply authoritative, she is a leading voice of the Web generation. "With few equals," writes YouTube cofounder Steve Chen, "Amber continues to demonstrate a keen insight towards the continually evolving fabric of the social web." As a writer, Amber pens a regular column for both Yahoo! and The Globe and Mail. She is also the author of Power Friending, an accessible and comprehensive guide for utilizing social media to spark business growth. On TV, she co-hosted and produced, with tech guru Leo Laporte, more than 500 episodes of a popular G4TechTV call in show. She now hosts Webnation, a live show on Toronto's number one news station.

A pioneer in the online space, she has spearheaded two wildly successful podcasts: net@night on the TWiT.tv network and commandN.tv. Both shows have been featured in Wired and have won numerous awards; still in production, they reach approximately 100,000 viewers and listeners a week. Currently, Amber Mac is the co-founder of MGI Media, whose clients include Tony Robbins, Rogers, Discovery Channel, Microsoft, and Canada Goose, among others. Previously, she was a key strategist for the world-famous Razorfish, in San Francisco, and has worked on projects for HP, Adobe, and Bell. In 2010, Canadian Business called her, "Canada's top social-media expert on how to build a brand."

Amber MacArthur Speech Topics

Building Community on a Budget: How to Use Social Media to Save Your Marketing Dollars

How can companies make the most of their marketing budgets during the economic downturn? Amber MacArthur takes an instructive look at how social media is perfectly suited to help you gain customers in both good times and, especially, bad. While most companies do some advertising online, many are stuck with costly, ineffective Web 1.0 models. At the forefront of Web 2.0, MacArthur shows you how to create thriving online communities and launch frugal, but complete and uncompromised, marketing initiatives that get results. With clarity, long-term strategic insight and case studies, she dives into the tools needed for companies to start building, saving -- and winning.

The Do's and Don'ts of Social Media and Web 2.0

In this talk, Amber MacArthur explores the world of social media and Web 2.0. She looks at how they have reframed the relationship -- and the expectations -- between companies and their customers. How have companies used social networking sites (Facebook) and user-generated content sites (YouTube)? What can



you learn from their successes and failures? How can you incorporate blogs, videos, and other Web content into your marketing? How much control do you give the customer? What should you always provide, and what should you never offer? What new technologies will have a major impact on your business, and which ones are just fads? What are your competitors already doing (her keynotes are customizable!) -- and how can you surpass them? With a reporter's knowledge of up-to-the-*second* trends, and a consultant's understanding of what really works, she empowers you to use these technologies to strengthen customer loyalty and market more effectively. Education 2.0: Technology and Social Media in the Classroom

While more and more students are integrating the digital world into all aspects of their lives, educators have been slow to adopt this new technology in the classroom. In this talk, Amber MacArthur gives teachers and professors the knowledge they'll need to push their classrooms into the 21st Century, helping them overcome roadblocks -- whether it's fear of administrators or fear that social media tools will only interfere in the learning process. With examples of how leading educators have used digital tools to successfully engage and educate students, to statistics about the implications of your school getting left behind in this new world, this accessible talk will arm attendees with the latest information they need to get started and to survive. Aware of the delicate environment in the classroom, MacArthur also addresses how these new cost-effective digital solutions enhance collaboration, productivity, and scalability, and how they better the lives of students and educators alike.