



111 Liberty Street, Suite 100  
Columbus, Ohio 43215  
614.228.2663

[www.morpc.org](http://www.morpc.org)

## MORPC Presents: Smart Social Media in Government

### Featured Speakers include...



Amy Marshall  
VP of Digital Strategy  
& Research  
Fathom

Amy Marshall is VP of Digital Strategy & Research for Fathom. Her 20 years of experience in marketing, online research, and digital strategy has prepared her to understand and create plans to reach the right audiences. As the internet came to be part of marketing strategy, she joined Webbed Marketing in 2007 as a co-owner and grew the online marketing business from 2 to 22 people, when it was sold to Fathom in 2011. At Fathom, she manages a team of sales and operations professionals delivering quality online marketing strategies for clients. They specialize in the healthcare industry – an industry in which change is happening every day.



Heather Whaling  
President  
Geben Communication

As president of Geben Communication, Heather Whaling leads new business development and client strategy. An avid Twitter user, Heather can trace 75% of Geben's business back to relationships that began online. This ability to turn social networking into business outcomes has helped Geben evolve into a highly respected, sought-after, award-winning PR firm. In addition to helping clients secure coverage in a range of high-profile media outlets, Heather has been quoted in Inc.com, Entrepreneur and BusinessWeek about technology's impact on communication and business. Heather was selected as one of Columbus Business First's "Forty Under 40" and named one of Columbus's top 10 entrepreneurs by The Metropreneur.

Thursday, June 18, 2015

8 a.m. Pre-Workshop for Beginners

9 a.m. - 2 p.m. Program

City of Dublin Recreation Center

5600 Post Rd.

Dublin, Ohio 43017

**Cost \$45 MORPC Members; \$60 Non Members**

You will learn how to:

- ✓ Uncover key drivers to engage constituents
- ✓ Simplify messages
- ✓ Build your competence in social media
- ✓ Track your success

[Register](#)

**Contact Information:** Eileen Leuby & Bevan Schneck  
614.233.4135; 614.233.4130  
[eleuby@morpc.org](mailto:eleuby@morpc.org)  
[bschneck@morpc.org](mailto:bschneck@morpc.org)