

Dawn Westerberg to Present Social Media Workshop at Information Technology Alliance

AUSTIN, Texas, April 19 (SEND2PRESS NEWSWIRE) – Dawn Westerberg, president of Dawn Westerberg Consulting LLC (<http://dawnwesterberg.com>), will be presenting at the Information Technology Alliance (ITA) Spring Conference. She will give two presentations “The Hub – Is Your Online House in Order,” “How to Monetize Social Media: B2B Case Studies,” and facilitating a hands-on lab with attendees interested in learning more about Twitter.

The ITA Spring Conference is taking place May 1-3, 2011 at the Westin Buckhead Atlanta. “It’s an honor to present at ITA and I’m excited about these sessions which are the result of member feedback on the types of topics and sessions that would be most helpful in managing their business,” says Westerberg. “Social Media offers professional services firms with a great opportunity to showcase their expertise and gain exposure with new markets.”

Dawn Westerberg Consulting LLC assists business-to-business firms in strategic marketing, public relations and social media. Westerberg speaks frequently on a variety of marketing topics including Social Media, Content Creation, Customer Experience, and Marketing Fundamentals.

Her presentation “The Hub – Is Your Online House in Order?” addresses the need for compelling content on websites and blogs providing visitors with the information they need to self-qualify themselves, continue returning to the site, and ultimately engaging in business with the firm.

“How to Monetize Social Media: B2B Case Studies” will focus on the results of real world marketing campaigns from campaign creation to campaign measurement to return on investment.

Westerberg will facilitate a hands-on lab for attendees looking to become more proficient in their use of Twitter.

About Information Technology Alliance (ITA):

The ITA is an independent, membership association of leading firms and companies whose primary objective is to create a community where members share information and build relationships that improve the way they, and their clients, do business. The membership roster consists of some of the most highly regarded mid-market technology professionals, consultants, and product/service providers in North America.

About Dawn Westerberg Consulting LLC:

Based in Austin, Texas, Dawn Westerberg Consulting LLC serves companies from coast to coast and border to border. Dawn Westerberg (<http://dawnwesterberg.com>) is the president of Dawn Westerberg Consulting LLC. An Authorized Duct Tape Marketing Consultant, she invites business

owners to “Fall in Love with Your Business Again” through sound marketing strategy, creative collaboration and inspired performance.

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