



Social Media Bootcamp
Monday, October 8, 2018
Loews Philadelphia Hotel
(Capacity limited)

WIE is coming to Philadelphia! Join us for a lively and informative program focusing on optimizing social media for your practice. Learn the essentials and how to capture important elements to convey the right image and message to patients and your referral network. The hands-on workshop will have participants crafting messages, capturing photos and graphics and developing content. Understand those elements that comprise a compelling website and attract attention on your social media. ***Registrants are encouraged to bring a laptop or tablet device to fully participate in the program.***

BONUS - A photographer will be onsite to take head shots for your media use.

Through this highly interactive event, participants will:

- be introduced to the optimal use of social media for individual professional and practice promotion
- learn to build your professional brand on social media, network with colleagues, drive patient volume
- share professional work with patients, colleagues and industry

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6:00pm-6:15pm	Reception
6:15pm-6:20pm	Introduction to WIE and Social Media Basics Uzma Siddiqui, MD - <i>University of Chicago Hospitals</i>
6:20pm-7:00pm	Optimizing Social Media for Professional Promotion Melissa Latorre, MD - <i>New York University Medical Center</i>
7:00pm-7:30pm	Hands-On Workshop: Establishing Social Media Presence
7:30pm-7:35pm	Closing remarks

Advance registration is required.

Fees: Free for WIE members
\$50 for Nonmembers

[Click here to register!](#)

Our thanks to Boston Scientific for its support of this educational program.