








Getting off the blocks clean and fast

8-13 times before they even notice you




Be a drip, not a downpour.



 WE LOVE TO PRINT 🛒 (0) | [Manage your orders](#) | [USA store - switch to MOO's European store](#)

[Products](#) [Designs](#) [Ready Made](#) [Blog](#) [Help](#) [About](#)



Welcome to MOO USA
We print custom Business Cards, MiniCards, Postcards and more!

Print lots of different images in one pack
Create unique & personal products
Print your own images, choose MOO designs or go shopping for "Ready Made" products

[Choose a product to make](#)

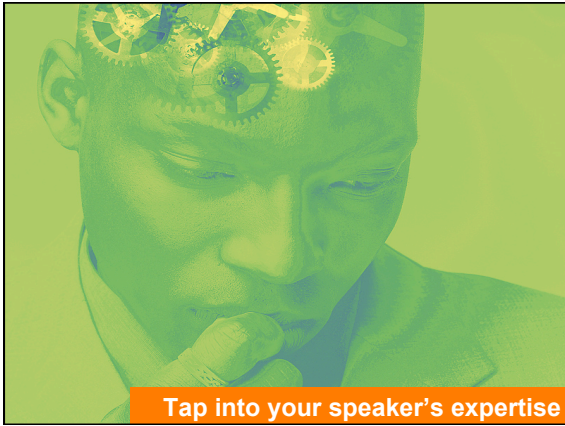
Not from the USA or Canada?
Well then, you must be looking for MOO's [European store!](#)

Happy Birthday MOO!
Join us for a month of fun and discounts to celebrate MOO's third birthday. [Find out more...](#)

Customized Business Cards from \$21.99

- Premium Cards - no hidden costs
- Full color printing on both sides
- Thick 16pt. card (vs standard)
- Easy tag and photo upload
- See why other people [choose MOO...](#)

Think little...think tease. www.Moo.com





Members: Sign In | Resources | Widgets | Support

Home Why TypePad Features Resources Business Pricing Free Trial: Get a blog now

Simply Better

Meet the All New TypePad

- **Easy.** No, seriously. It's really, really easy.
- **Connected.** One-click integration with Twitter, Facebook and LinkedIn, plus built-in search engine optimization.
- **Beautiful.** 100's of gorgeous themes, or customize your own.
- **Supported.** Get answers fast from our expert blogging support team, TypePad One.

Start your free trial now

Turn Heads
Look like a designer with 100's of gorgeous design themes to choose from, or customize your own.

Unbelievably easy
Easily add images, text and links. From ideas to published to popular, we'll get you there faster.

Real genius
Need help? Get exceptional service day or night from our expert TypePad One support team.

the premiere SOCIAL MEDIA MARKETING EVENT for greater Washington DC

- one-day
- nationally renowned speakers
- advanced discussion, what really works

REGISTER NOW

ABOUT

Sponsored by Livingston Communications, Visual Labs and [BlogPotomac.com](#), BlogPotomac is this year's premiere social media marketing event for greater Washington DC. Attendees can expect a one-day event with nationally renowned speakers and advanced discussion of best social media marketing practices.

NEWS & UPDATES

BlogPotomac Profits Donated to Elections, Frontier Foundation and Neelum, DC Central Kitchen and Tickets

BlogPotomac 2009 Features Great Minds

I'M THERE! BLOGPOTOMAC

It's a new year, and now more than ever it seems we still need great, affordable events to learn about social media best practices. BlogPotomac 2009 will be held on the second Friday of June this year (June 12) at the State Theatre. Like last year, 2009's line-up features seven sessions from some of the sharpest minds in the business including this year's keynote: [Ole Inoch](#).

the premiere SOCIAL MEDIA MARKETING EVENT for greater Washington DC

- one-day
- nationally renowned speakers
- advanced discussion, what really works

REGISTER NOW

SPEAKERS

We are honored to have such an accomplished group of speakers at BlogPotomac.

Keynotes

BETH KANTER

Beth Kanter has worked as fundraising and marketing staff person at large arts nonprofits before working as a solo-practitioner offering consulting services to nonprofits in research, marketing planning, training, and organizational strategy plans. For the past 15 years, she has worked as an independent consultant for nonprofits as a solo range of technology assessment, planning, and capacity building services. Since 2001, she has authored one of the most popular nonprofit social media blogs. She was named one of the most influential women in technology by Fast Company in 2008 and a social media innovator in 2009 by BusinessWeek. She is currently serving as the Scholar-in-Residence at the Packard Foundation and co-writing a book to be published by Wiley in 2010 tentatively titled "The Networked Nonprofit."

SPEAKER BLOGS

Here are the latest blog posts from our speakers:

Shonali Burke
[www.shonali.com](#)

- [Totally Free! Beware! Fish Curry](#)
- [Demomylia Communication...](#)
- [The Power of a Tweet](#)
- [The Truth About Communication](#)

Sean Gorman
[http://forvance.com](#)

- [Huffman's Three Principles for Data Sharing](#)
- [GeoCommons Geocoder: Use It!](#)
- [Dated as of the Day: A Sketch of Our Digital Water](#)
- [Mechanisms for the Potential for Afghan Election Fraud: Leveraging Open Data for Transparency](#)

WE LOVE CROWDS HOME NEWS MEDIA VAULT ABOUT

Tell your story to the world. [Sign Up Now!](#)

Home - Blog - mashable - Mashable's Weekly Guide to Social Media Conferences & Events

It's a brand new week, which means it's time for Mashable's guide to upcoming social media and web events, parties, and conferences. For more upcoming event listings, check out Mashable's [Events section](#).

Is your event not on this list? [Contact us](#) and let's establish a media partnership.

Mashable's Weekly Social Media and Marketing Event Guide is proudly supported by [Eventbrite](#), the Web's Event Marketplace.

SOCIAL MEDIA For Government
How to Engage Your Employees And Citizens By Using The Latest Web 2.0 Technologies To Drive Communication Results to learn how to capture the power of social media in your organization, along with helpful tools, tips and techniques to get started. Hear from leading experts at Transportation Security Administration; Salt Lake Valley Health Department; U.S. Department of State; Los Angeles County Department of Public Health; Court Services & Offender Supervision Agency; University of Wisconsin - Madison; Houston Public Library; San Francisco Public Utilities Commission, and more, on how to engage your employees and citizens by using social media. Mention Mashable when registering to save \$200.

Mashable's Weekly Social Media and Marketing Event Guide
VIEW ALL POSTS BY TAMAR WENIGER. SUBSCRIBE TO FOLLOW COMMENTS ON THE POST AND YOUR THOUGHTS OR TRACKBACK FROM YOUR OWN SITE.

WE LOVE CROWDS
The leading social news and marketing news resource on the web. We aggregate every major news source related to marketing, social media and agency news.

Search: _____

SIGN UP FOR NEWS BY EMAIL
Enter email address and press enter...

POPULAR NEWS
Is Apple the Enemy of the TV Industry? Microsoft
Thanks to: 2,268 users
Mashable's Weekly Social Media and Web Conference
Companies are Using Online

Connect with bloggers (event promoters)

How to approach a blogger

Drew's marketing minute Where strategy and passion collide

DREW IS TOP DOG AT McLELLAN MARKETING GROUP

New here? Want to have every post delivered right to you for FREE? Subscribe using an [RSS feed reader](#) (click here) or via [email](#) (click here). Thanks for visiting!

- You have six months left | [Main](#) | [Strategy comes first in the formula](#) -

SWAT Summit offers YOU a discount!
by Drew McLellan

Get the inside scoop on advertising and marketing on social networks on July 17th in lovely San Francisco.

Social networks are transforming the way brands and consumers interact. Leading brands and agencies are embracing their potential -- are you?

SWAT Summit looks at how agencies and brands can harness the power of social networks. This conference is for anyone who wants to be a leader in the next generation of marketing and advertising -- and for the

Summit SWAT
Thursday, July 17 at the [Westin St. Francis, San Francisco, CA](#)

ABOUT DREW



Email Me
McLellan Marketing Group
1430 Locust Street, Suite 200
Des Moines, Iowa 50309
(515) 281-4400

Have You Read Drew's Book?
[99.3 Random Acts of Marketing](#)

WORKING SMARTER NETWORKS

Update your Reading List

Search Books

Events

24 Job Skills Conference-Disability Mentoring Day
Sep 24 to Sep 24, 2009
The Meadows Conference Center
1 attending | [Share this event](#)

6 Chicago VIP Power Networking Event by MeetDyme Events
Oct 6 to Oct 6, 2009
VIP Individuals Will be held in a downtown Chicago location. The venue and address will be disclosed on September 29th and 29th to those who have pre-registered and to those who chose "Mentoring" (in the initial via LinkedIn email and personal email., Chicago, IL, US
275 attending | [Share this event](#)

9 RVP - Vilamoura - Gestão de Rede de Contactos | Com Almgoo de Networking
Oct 6 to Oct 9, 2009
Hotel Via Gale Marina ****, VILAMOURA, PT
1 attending | [Share this event](#)

NEW See events your connections are attending >

Answers | [Internet Marketing](#) with 1

Regarding how to market E-Commerce sites? How long do third party cookies last? Would like to get a variety of opinions

Group Updates

Today

INNOVATIVE MARKETING, PR, SALES, WORD-OF-MOUTH & BUZZ
INNOVATORS UPDATES (9)

Mark Jaffe started a discussion:
[Broadcasting Ads on Mobile?](#)

LinkedIn.com events listings

LinkedIn.com Questions

Upcoming.yahoo.com

www.eventbrite.com

How do you create community?





Start very early
Make it fun
Make it easy
Make it shareable



Let's talk about Twitter





Make it easy....

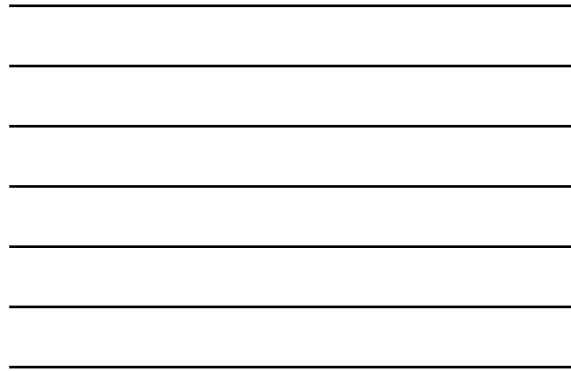
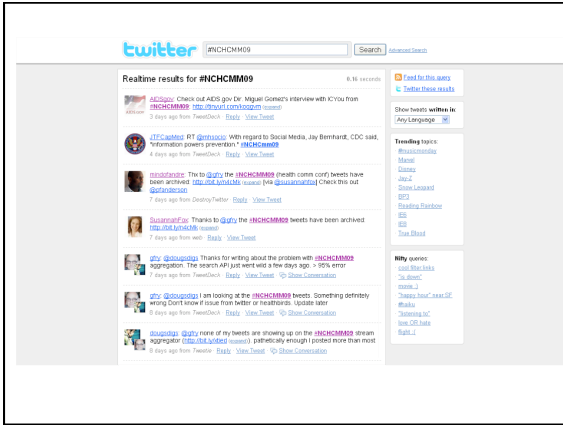
Wifi available so they can tweet and share

Twitter hashtag #mwshow

Live stream (Ustream)

Upload videos to YouTube





What do you value most from Midwest Speakers Bureau?
 To participate: Text 41113 and your message to 99503

Stop Poll

Edit Clear Results Copy Delete

Data Views

Live Text Wall
 All Responses (and CSV Download)
 Moderator

Ways to Vote

Text Messaging Web Voting
 Twitter Smartphone

Download Slide

Publish

Embed in Blog or Web Page
 Tweet this poll (?)

No responses received yet

Click the poll to show more controls.
 You can customize the text size and colors.

What do you value most from Midwest Speakers Bureau?
 To participate: Text 41113 and your message to 99503

Stop Poll

Edit Clear Results Copy Delete

Data Views

Live Text Wall
 All Responses (and CSV Download)
 Moderator

Ways to Vote

Text Messaging Web Voting
 Twitter Smartphone

Download Slide

Publish

Embed in Blog or Web Page
 Tweet this poll (?)

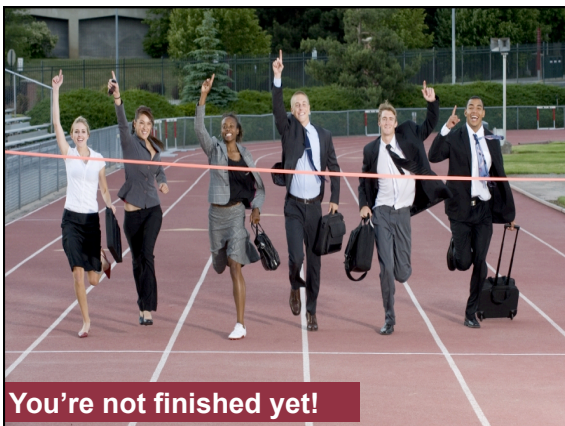
Angela helps me pick out the perfect speaker for my audience!
 sent less than a minute ago

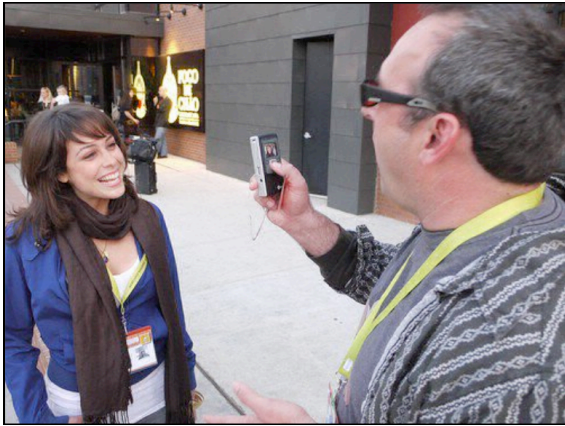
Drew!
 1 minute ago

Lots of variety in speakers
 1 minute ago

Angela always answers her phone!
 2 minutes ago

Click the poll to show more controls.
 You can customize the text size and colors.





YouTube conference Search Create Account or Sign In

Home Videos Channels Shows Subscriptions History Upload

"conference" results 21 - 49 of about 278,000

All Channels Playlists Sort by: Relevance Uploaded: Anytime Type: All Advanced Options

Also try: [serena williams press conference](#) [vivek oberoi press conference](#) Wonder Wheel

Playlist Results for conference

Daily Press Conference on Influenza A/H1N1 17 videos

- June 12, PAHO Press Conference Influenza A/H1N1 (10:45)
- June 12, PAHO Press Conference Influenza A/H1N1 Part 02 (28:29)
- June 4, PAHO Press Conference Influenza A/H1N1 (24:50)

Playlist: 17 videos (play all) [patryk](#)

LFO Conference 41 videos

- Jaime Maussan - LFO Conference 2008 Part-1 (10 parts) (9:42)
- Jaime Maussan - LFO Conference 2008 Part-2 (10 parts) (9:52)
- Jaime Maussan - LFO Conference 2008 Part-3 (10 parts) (9:52)

Playlist: 41 videos (play all) [PhotofEd](#)

Michael Jackson - "This Is It" - Announcement Conference

The King Of Pop: Michael Jackson announces his comeback shows @ the O2 Arena
Music: "Unbreakable" (Performed by Michael Jackson) All negative ...

★★★★★ 5 months ago 3,860 views [njan3000](#)

Aqua Teen Hunger Force Boston Bomb Scare Press Conference

Peter Dinklage, 27, and Sean Stevens, 26, were held on \$2500 cash bond each after they pleaded not guilty to planting a hoax device and disorderly ...

★★★★★ 2 years ago 168,106 views [yearf](#)

Zurich Conference Brian O'Leary on Free Energy, 12 July

Half way through Brian O'Leary's presentation on Free Energy on the final afternoon.

Captain Alpha Male

Episode 3 - Year of Flying
New Comedy Web Series!
1 month ago 3,388 views
[CaptainAlphaMale](#)

Art + Social Change 2008

Investigating the intersection
of the arts and social change
2 weeks ago 60 views
[communicationista](#)

flickr View item page | Sign In

1 What is Flickr 2 Upload 3 Edit 4 **Organize** 5 Share 6 Maps 7 Make Stuff 8 Keep in Touch

Organize

Sets are a grouping of photos and videos that you can organize around a certain theme, such as *Our Hawaii Trip*. You can use them to highlight your favorite photos and videos, or make an album that is only pictures of your dog, or of photos and videos you've taken with a particular camera.

For Leanne [My picks](#) [Flickr HQ](#) [All of me](#)

Germany [Germany, France](#) [Germany, Lake Garda](#) [Germany, Great Wall, Q2, 10](#)

A user's sets page

Photomaps

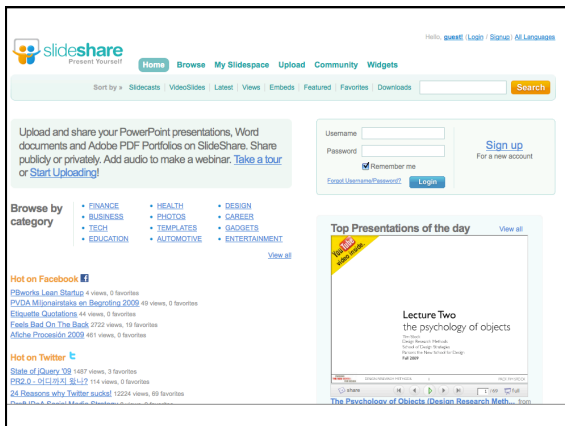
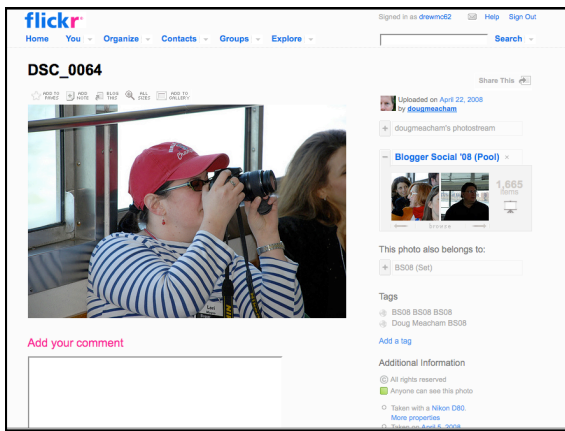
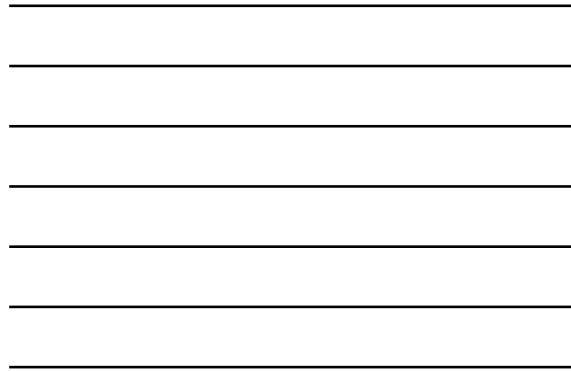
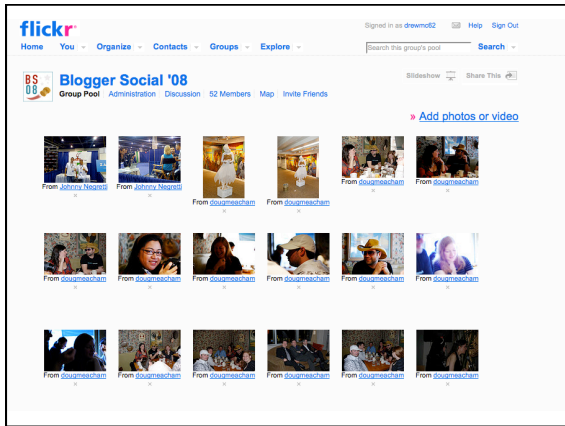
A set

Collections are a grouping of Sets (or other Collections) so you can organize around grander themes, such as *People*, *Travels*, or by year (2007, 2006, etc).

Dunstan Orchard's photos

[Collections](#) [Sets](#) [Tags](#) [Albums](#) [Favorites](#) [Post](#)

Camping and Hiking



point a HUGE spotlight at your blog? –

Are you simplifying things for your customers?

by Drew McLellan

Everything about our lives is complicated, noisy and overcrowded. Which is why we are so drawn to simplicity in design and process. A large part of the iPhone's success is because of it's simple elegance.

Check out this slideshare presentation based on John Maeda's book *The Laws of Simplicity*. Watch it with a critical eye aimed at your own business.

[Simplicity](#)



view on slideshare

I think the big question for all of us today is how are we making our clients' lives simpler? What

Email Me
McLellan Marketing Group
1430 Louisa Street, Suite 200
Des Moines, Iowa 50309
(515) 251-8400

Have You Read Drew's Book?
99.3 Random Acts of Marketing

WORKING SMARTER NETWORK

Working Smarter
Click here for more smart business ideas.

GET THE RSS FEED

Click on the button above to get the RSS feed.

What is RSS?
To subscribe via email, enter your email address.

Scribd scribd Search

Home Explore Community Upload Log In Sign Up Help

What people are reading now...

Open Day Program
by Sanderson & Lewis

Against Us by Jim
by Harrison

Meets Bill on
a Plane

Tens of millions of readers
Millions of documents
35 billion words

[Upload Your Own!](#)

Explore: Presentations

Top Images 2008

French Revolution

Antarctica & Melting Poles

The Miracle of Life

The Theory of Interpersonal

NEW Social publishing pages on Scribd

Scribble, rate and publish instantly! Learn more.



Before: Community and Buzz

During: Bragging and Connections

After: Memories and Sharing



Notes/Resources

www.DrewsMarketingMinute.com/mwsb.html

Copyright 2009. McLellan Marketing Group. All Rights Reserved.

McLELLAN MARKETING GROUP
Where strategy and passion collide

515-251-8400 • Drew@McLellanMarketing.com
All rights reserved. Copyright 2009. McLellan Marketing Group
