

## World Education Congress Social Media Guru Application

Contact: Kristen Kouk, @kristenkouk, [kkouk@mpiweb.org](mailto:kkouk@mpiweb.org)

Planning on attending #WEC10 in breathtaking Vancouver? Planning on wowing planners and suppliers with your social media prowess?

If you are interested in joining an elite social media group at #WEC10, please fill out the form below and send to Kristen Kouk before June 15, 2010.

However, before filling out the below application, please review some of the expectations set forth of our Gurus and what they will receive in return.



I'm just  
tweeting  
to tell you  
I blogged.

### Expectations

#### Must Attend

Both general sessions  
Three knowledge sessions  
Opening and closing receptions  
One CSR event

#### Coverage

Fair and balanced  
One pre-event post, one during and one post-event piece

#### Engagement

Social media roundtable  
Hashtag conversation and utilization  
Social media coffee break with Press Office sponsor  
Social media breakfast with Social Media sponsor

### Motivators

- Discounted registration fee
- Preferential seating for general sessions and knowledge sessions
- Onsite press office access and complimentary wireless internet access during event
- One contact pre-event and onsite (Kristen Kouk, @kristenkouk, [kkouk@mpiweb.org](mailto:kkouk@mpiweb.org))
- Select press invitations

### Selection Criteria

- Regular blog postings with strong following
- High follower ratio on Twitter
- Advanced knowledge of industry
- History of fair and balanced coverage including trends and topics

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## Name

Please include your information adjacent to the relevant social media outlet below. Send to Kristen Kouk, [kkouk@mpiweb.org](mailto:kkouk@mpiweb.org) by June 15, 2010.



Twitter Handle:  
Followers:  
Additional Information:



Blog:  
Description:  
Average Weekly Visitors:



Facebook URL:  
Fan Page URL:  
Additional Information:



Linkedin URL:  
Linkedin Groups:



Foursquare Username:  
What do you know about Foursquare?