

FOR IMMEDIATE RELEASE:

Interactive Marketing Industry Leaders Converge in Dallas for Search, Social and Content Event

Second Annual "The Local Social" event to bring together search, social and content experts, with speakers from Search Engine Land, Copyblogger Media and Search Engine Journal; event proceeds will benefit traumatic brain injury charity, TryMunity.

Dallas, TX – September 3, 2014 — *The Local Social* event, which provides a rare opportunity to network with leaders in the interactive marketing industry, will take place Thursday, Oct. 23, from 10 a.m. to 4 p.m. in the *Holiday Inn Ballroom* in Richardson, Texas. This event connects local business owners with digital marketing experts in a grassroots networking atmosphere to discuss the latest in search, social and content. Members of local and national marketing organizations will have the chance to network, ask questions and hear industry leaders discuss optimization strategies for businesses.

National keynote and panelists will include Mike Grehan, Chairman SEMPO; Larry Kim, CTO of WordStream, Inc.; Pamela Parker of *Search Engine Land*; Jerod Morris of *Copyblogger Media*; Loren Baker of *Search Engine Journal* and Daniel Wu of *Baidu/Gridsum*, who is traveling from Beijing to discuss the digital marketing landscape in China, the world's most rapidly growing area for digital marketing.

In addition, local panelists will include Andra Dunn of the *DFW American Marketing Association*; John Nosal, *The CEO of SEO*; Greg Gifford of *DFW Search Engine Marketing Association*; Mark Barrera of the *Social Media Club of Dallas*; and Alfred Van Hoven of *DFW Interactive Marketing Association*. Event moderators will include Bernadette Coleman, CEO of *Advice Interactive*; Lissa Duty of *Rocks Digital, formerly DFW Rocks Social Media*; and Rob Garner, the author of *Search and Social: The Definitive Guide to Real-Time Content Marketing*.

"*The Local Social* is the premier search, social and content event in DFW. It's a unique opportunity for businesses and the best of the best in our industry to come together to have an open and honest conversation about the future of search, social and content marketing," says Bernadette Coleman, CEO of Advice Interactive Group.

The inaugural *Local Social* was highly successful and seating is limited for the second annual event. Besides helping local business owners and marketers network with leaders in the digital marketing industry, *The Local Social* representatives will serve an additional important purpose: raising funds and awareness for local charity and advocacy *TryMunity*, which supports traumatic brain injury survivors. Tickets are \$99 (tax deductible donation) before Oct. 17 and a \$149 donation after, with proceeds benefiting *TryMunity*. Ticket price includes lunch, a cash bar and prizes.

The *Holiday Inn* is located at 1655 Central Expressway in Richardson, Texas. For all information about registering, the venue and *Local Social* in general, visit www.searchsocialandlocal.com.

About TryMunity

TryMunity is an online social network community created by survivors for survivors of traumatic life experiences. The site (TryMunity.com) connects people with others facing the same circumstances and provides a forum where they can share their experiences, give hope for positive recoveries, provide advice, share treatment experience and give prayers for others' rehabilitation. For more information on TryMunity you can call 214-310-1356.

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