



Media Contact: Janice Lee, office (415) 553-4433 x 106; mobile (415) 793-4432, Janice@urbansolutionsSF.org
FOR IMMEDIATE RELEASE . Issue Date: September 8, 2011 . End Date: September 16, 2011

Conference Demystifies Social Media for Small Businesses

SAN FRANCISCO – Entrepreneurs with limited marketing budgets will hear from business leaders, participate in interactive seminars, and receive one-on-one training from technology specialists at a free **CyberMarketing Conference**. Produced by the nonprofit economic development group, Urban Solutions, the conference is designed to bridge the digital divide by helping diverse businesses – including caterers, artists and consultants – fully utilize social media and other online tools to generate enough clients and customers to become economically self-sufficient.

“Small businesses that have limited or no experience with online tools such as Facebook and Twitter need to understand how these tools can help them achieve their marketing objectives in new ways,” said Helen Branham, director of small business services at Urban Solutions. “By offering one-on-one assistance, we are reducing their fears of the unknown and helping them to expand their economic opportunities.”

The **CyberMarketing Conference** will be held in the Western Addition neighborhood of San Francisco. Keynote speaker Michael E. Parker is an award-winning entrepreneur, founder of Value-Centered Solutions and You are a CEO, and author of “Who Said So? The Questions Revolutionary Businesses Ask That Make Them Successful.” Parker said, “There is a shift toward social marketing from viral marketing. Having a social media presence is a must for businesses these days but the key is knowing how to use social media effectively and aligning your presence with what your customers truly value.”

Various locations on Fillmore Street will host speakers, seminars and the training sessions. Concluding the event will be a reception with emcee Dr. Brenda Wade, host of KPIX-TV's “Black Renaissance.”

WHAT: CyberMarketing Conference

WHEN & WHERE: THURSDAY, SEPTEMBER 15, 2011

- **1-3 PM** Keynote speaker and panel discussion at Yoshi’s San Francisco, 1330 Fillmore Street.
- **1:45-5:30 PM** One-on-one training sessions with specialists at West Bay Conference Center and Lush Life Gallery.
- **3:30-5:30 PM** Seminars at the Jazz Heritage Center, Marcus Books, Gallery 1307.
- **5:30 PM** Reception at Sheba Piano Lounge, 1419 Fillmore Street.

Urban Solutions partners with event producers Infin8 Sync to hold this conference in conjunction with their annual [Independent Artists’ Week](#). “This conference is critical to the success of emerging artists and budding business owners,” said Melonie Green of Infin8 Sync, who is moderating a roundtable discussion for businesses reinventing products to capture a new audience. “It shines a light on the Fillmore district as a destination spot for events like this.”

CyberMarketing Conference sponsors include Visa and Silicon Valley Bank. For a full schedule of activities, visit http://www.urbansolutionsSF.org/programs/fillmore_cybermarketing.html or call (415) 553-4433 ext. 101.

###

Urban Solutions is a 501(c)(3) non-profit organization, federal no.94-3158182. For more info, see www.urbansolutionsSF.org.