



MEDIA**SNACKERS**

10E JMR CONGRES
**TRENDS IN KIDS EN
JONGEREN MARKETING
2010**

KEYNOTE LINKS / REFERENCES

Websites/online platforms

- MediaSnackers : our weblog / website
- Social Media For Suits : ceo/senior exec personalised mentoring (our other business)
- Current : TV for the internet generation
- Vitamin Water

Vids

- Cup Stacking vids #1 & #2
- Facebook / IKEA
- Fun Theory (Volkswagen) Piano Staircase
- SOUR
- Stefan Sagmeister (blank spaces)
- The Unfinished Swan

Stats/Ref

- McCain / Obama stats
- Ofcom's UK's Media Literacy Audit (2006/2008)

Strategy

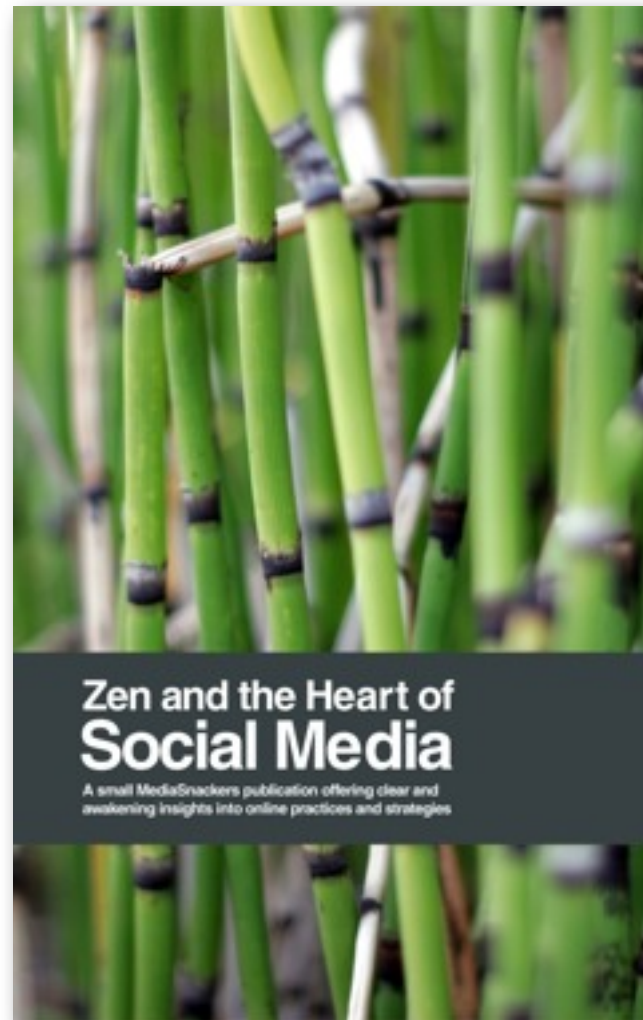
- Make People Think And/Or Smile
- Playing Is Learning By Stealth
- Social Media VS Social Networking
- The Three Pillars
- Button theory
- Mobile Vouchers
- Ford social media press releases
- Finding Customers/Clients/Audiences Is Easy
- Ford social media press releases
- Ladders of Participation
- The Social Media Toolshed
- Process Over Product



ZEN AND THE HEART OF SOCIAL MEDIA

We've recently published a book on all this stuff : a collection of our mantras which offer clear and awakening insights into online practices and strategies.

It's FREE to read online...



SOCIAL MEDIA FOR SUITS

Personalised mentoring for CEOs and senior executives who want to understand and effectively use social media.



The screenshot shows a web browser window with the URL <http://socialmediaforsuits.com/>. The page features a green header with the logo "SOCIAL MEDIA FOR SUITS" and the text "Personalised mentoring for CEOs & Senior Executives". Below the header, there is an "ABOUT" section with a list of benefits: saving time & money, increasing productivity, raising/monitoring brand profile, tapping into existing online communities, and connecting & finding new customers. A video player is embedded, showing a woman speaking at a podium with the title "Social Media For Suits : Glasgow Gov Audiences". Below the video are logos for GGA, Working Knowledge, and CompTIA. A call-to-action button says "Email us now" with a note that places are limited to one client per month. At the bottom, there are two testimonials: one from DK, the founder of MediaSnackers, and one from MARK, a senior executive with 15+ years of experience. The website is designed with a clean, professional layout using a mix of green, grey, and white.