

THE WORLD BUSINESS FORUM IN KINGSTON

Clipping of direct email campaign that was delivered to over 518 people.

Bill Clinton and friends are coming to Kingston and we want to invite you!

For the first time in Canada, and exclusive to Kingston, we will be streaming the World Business Forum live from New York!


This event takes place only three weeks away on October 5th and 6th and tickets are only \$250 for the full two days (including taxes).

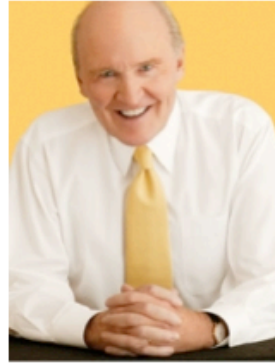
Here is what you'll learn:

- What's coming next in the economy as **Robert Rubin** weighs the possible twists and turns
- Positive psychology and the science of happiness according to **Tal Ben-Shahar**
- The role of leadership in confronting our era's biggest challenges as explained by **Bill Clinton**
- The implications of the "digital imperative" on

 Like us on Facebook

 Follow on Twitter

 Forward to a Friend



Jack Welch

"The ability to see around corners is the ability to imagine the unimaginable. That is what leaders do."

Thursday October 6th

Jack has been named

400 attendees over 2 days. 116 professionals and over 300 students.

SIFE Facebook page received 100% increase in post views to 4,071 in the month of October (compared to the month of September)

785 views of our event page

www.sifeslc.ca/wbf

approx. \$100 advertising budget

Email campaign: free

Posters and handbills: free

Phone call campaign: free

KEDCO and Chamber Newsletter mentions: free

Exhibitor at Chamber Mega Mixer: free

LinkedIn ads: \$62

12,574 impressions

26 click throughs

Facebook Advertising: \$51

72,808 impressions

91 click throughs

Pictured below, a clipping of the ads run on LinkedIn and Facebook. Note that on the LinkedIn ads, the phone number was also displayed. Facebook does not allow phone numbers in their ads.

Pictured to the right is our appearance in the upcoming events section of the Kingston Whig Standard. We also had a great article in the [EMC](#). Note that the World Business Forum was not covered in the Whig. Instead, the team's solar panel project was chosen and made front page news... can't complain!

Bill Clinton in Kingston



Thought leaders streamed live in this two day conference. October 5th and 6th. Buy your tickets now! www.sifeslc.ca/wbf



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World Business Forum simulcast

By The Whig-Standard

Posted 4 days ago

St. Lawrence College and its Students in Free Enterprise team are bringing a simulcast of the World Business Forum to the Cineplex Odeon theatre on Gardiners Road Wednesday and Thursday. Bill Clinton, Robert Rubin, Seth Godin and Malcolm Gladwell are among the people whose presentations will be streamed live. Tickets are \$250 for both days and they are transferable. Contact the group at www.sifeslc.ca/wbf or 613-929-0291.

Hits and Mentions

hear some of the buzz...

Twitter Buzz during the event

If St. Lawrence College has set as a priority to engage the community, this event certainly hit the mark. I return to my business today feeling inspired, renewed, excited and engaged.

Jane Lapointe | Senior Financial Advisor
Assante Financial Management Ltd

[EMC](#): Bringing Wall Street to Princess Street: SLC to stream World Business Forum live at Cineplex Odeon
Posted Jul 14, 2011 By Hollie Pratt-Campbell

The Drive 98.9 announcement

[The Whig Standard](#) Upcoming Events

[Blog](#) by William J. Clinton

[KEDCO](#) newsletter

Chamber of Commerce main website page and newsletter

Upcoming coverage by Your Workplace professional magazine

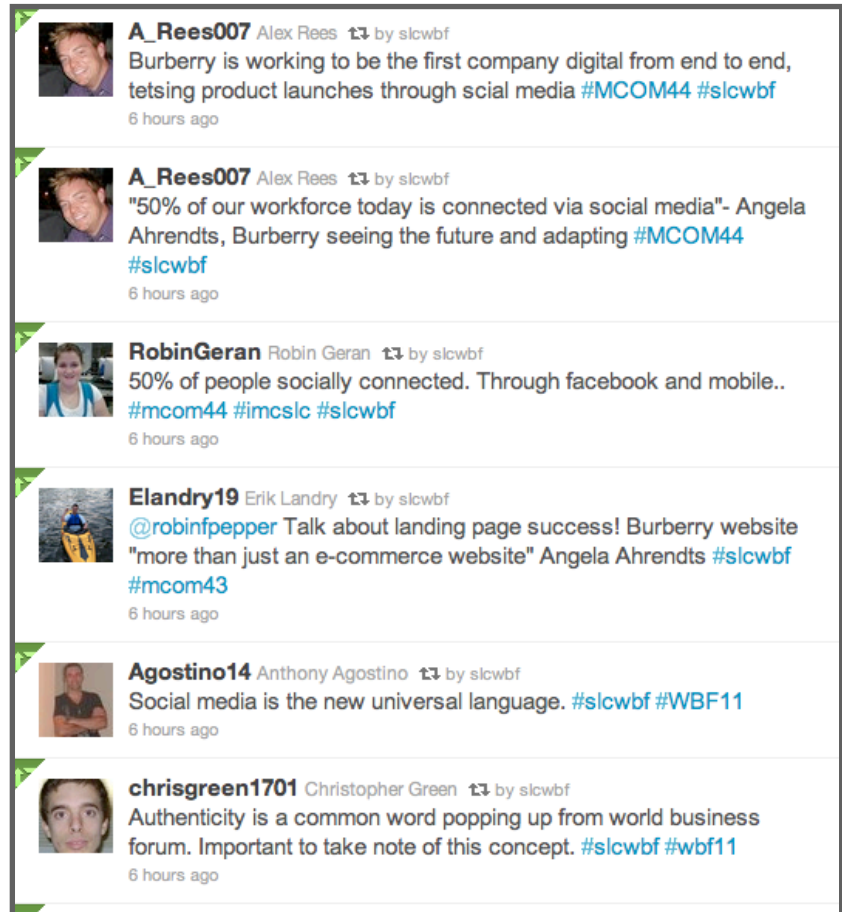
Chamber Mega Mixer as exhibitors

McCoy Bus Tours main website page

Students blogs, see some of them below:

[Katherine Anne Stanford](#)

[Ryan Lewis](#)



A screenshot of a Twitter feed showing six tweets from various users. Each tweet includes a profile picture, the user's name and handle, the text of the tweet, and the time it was posted (6 hours ago). The tweets discuss topics like Burberry's digital strategy, social media connectivity, and the importance of authenticity in business.

- A_Rees007** Alex Rees [🔒](#) by slcwbf
Burberry is working to be the first company digital from end to end, tetsing product launches through social media [#MCOM44](#) [#slcwbf](#)
6 hours ago
- A_Rees007** Alex Rees [🔒](#) by slcwbf
"50% of our workforce today is connected via social media"- Angela Ahrendts, Burberry seeing the future and adapting [#MCOM44](#) [#slcwbf](#)
6 hours ago
- RobinGeran** Robin Geran [🔒](#) by slcwbf
50% of people socially connected. Through facebook and mobile.. [#mcom44](#) [#imcslc](#) [#slcwbf](#)
6 hours ago
- Elandry19** Erik Landry [🔒](#) by slcwbf
[@robinfepper](#) Talk about landing page success! Burberry website "more than just an e-commerce website" Angela Ahrendts [#slcwbf](#) [#mcom43](#)
6 hours ago
- Agostino14** Anthony Agostino [🔒](#) by slcwbf
Social media is the new universal language. [#slcwbf](#) [#WBF11](#)
6 hours ago
- chrisgreen1701** Christopher Green [🔒](#) by slcwbf
Authenticity is a common word popping up from world business forum. Important to take note of this concept. [#slcwbf](#) [#wbf11](#)
6 hours ago

The World Business Forum 2011 was my first experience in an academic professional business setting, and I was marveled at the sheer volume of knowledge and the discussion and debate of groundbreaking innovation and ideas.

Katie Lamacraft | Student
School of Business

100% of attendees surveyed said they would attend the World Business Forum again next year
11,600 post views on the event specific World Business Forum in Kingston page
400 tweets using our hashtag [#slcwbf](#)