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HITTING THE “SWEET SPOT”

O’Keefe Communications’ Lauren Marley wins award for Social Media strategy

Washington, DC (January 15, 2010) – O’Keefe Communications’ Manager of Business Development, Lauren Marley has been awarded the DelCor Social Media Sweet Spot award on behalf of the International Special Events Society, Greater Washington Chapter (@ISES_DC). The award is given to associations who manage to find the “sweet spot” in their social media strategy after a discussion of activities relating to social media for associations. The award is presented by DelCor’s Senior Consultant for Technology Management, Kiki L’Italien (@kikilitalien) through her live webcast every Friday at noon EST (<http://www.ustream.tv/channel/delcor-social-media-sweet-spot>).

Lauren became a member of ISES DC in July 2009 and quickly joined the Marketing Communications (MarCom) committee. Because of her experience with social media for O’Keefe Communications (@OKeefeComDC), she volunteered to begin a Twitter campaign and laid out a comprehensive strategy with ISES DC’s leadership. One of the goals was to increase engagement with current members throughout various platforms which include a website, blog, LinkedIn page, as well as Facebook Fan and Business pages. The main goal was to reach non-members, not just for recruitment purposes but also to heighten the public’s awareness of the services ISES DC members provide and to become the main source for those looking to hire event-related vendors.

About ISES: The International Special Events Society is a professional trade association for the event planning industry comprised of over 4,000 worldwide members and 41 chapters. Founded in 1987, our membership includes special event producers (from social events to trade shows), caterers, decorators, florists, destination management companies, rental companies, special effects experts, tent suppliers, audio-visual technicians, balloon artists, educators, journalists, hotel sales managers, specialty entertainers, convention center managers, and many more. The solid peer network ISES provides helps special events professionals produce outstanding results for clients while establishing positive working relationships with other event colleagues.

About O’Keefe Communications: O’Keefe Communications is one of the nation’s leading providers of video, multimedia and event production services. For more than 30 years, O’Keefe Communications has produced events nationwide for non-profits, associations, corporations and the government and is the recipient of more than 100 prestigious national and international awards for creative excellence. O’Keefe Communications is based in Washington, DC and is a member of the International Special Events Society, ASAE & The Center for Association Leadership, and Women in Film and Video. O’Keefe Communications is also certified as a Women’s Business Enterprise.

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If you'd like more information about this topic, or to schedule an interview please email Lauren Marley at Lauren@okeefecom.com or connect via Twitter at @OKeefeComDC.