



CONNECTING  
ENGAGING  
EDUCATING

# ISMA CONNECTS

DEC  
30  
2009

FREE  
EVENT

Lauri Stevens



## HOW LAW ENFORCEMENT IS LEVERAGING SOCIAL MEDIA TOOLS TO ENHANCE COMMUNICATIONS AND CONDUCT INVESTIGATIONS

Tuesday, January 5, 2009, 2-3PM, EST.  
ISMA's special guest: **Lauri Stevens**

**Lauri Stevens** is the founder and principal consultant of Laws Communications. With over 25 years of media experience, Lauri is the Department Chair of Web Design & Interactive Media at The New England Institute of Art in Boston.

Her eye-opening teleseminar will show you ways that law enforcement agencies worldwide are using social media to enhance community communications, manage their brand (reputation), distribute news, apprehend criminals, track crowds, and monitor gang activity. As you see the doors social media is opening for law enforcement, don't be surprised if you develop new ideas about how to use social media in your own business or practice.

[http://ismaconnects.yourmembership.org/events/event\\_details.asp?id=89849](http://ismaconnects.yourmembership.org/events/event_details.asp?id=89849)



Steve Brossman

## HOW TO USE VIDEO MARKETING TO BUILD YOUR BRAND, BUSINESS AND BANK BALANCE!

*\*This webinar is free for all PREMIUM or PLATINUM members of ISMA.*

Wednesday, January 6, 2009, 2-3PM, EST.  
ISMA's special guest: **Steve Brossman**

**Steve Brossman**, author of the book, *Creating Lifetime Customers*, is a former National Professional Track Champion, with 20+ years of TV and video experience including hosting and producing.

In an outstanding webinar, this master marketer will share with you why video marketing can be your most powerful business tool AND provide you a simple 3-step formula for putting it in play. You will be able to gain more clients and earn the money you deserve as the expert in your niche. He'll even show you how to **create multiple products while shooting only one video.**

[http://ismaconnects.yourmembership.org/events/event\\_details.asp?id=89856](http://ismaconnects.yourmembership.org/events/event_details.asp?id=89856)

## BRAND NEW YEAR— BRAND NEW YOU—BRAND NEW BRANDING

New year, new decade; it's hard not to be excited and perhaps a little apprehensive as well. After all, 10 years ago, the economy was strong, terrorism was a vague unthought-of, and social media was emerging in places like Napster, Friendster, and of course, blogs, chat rooms, and bulletin boards. The ways we use the internet has come a long way in 10 years—time that for you, has probably blown by in a flash. But the scary thing about how fast life is moving, is also the most reassuring thing. While we each have a seemingly unlimited capacity to mess things up, we also are equally capable of making things right, effecting change, and literally **reinventing ourselves**—which is one of the most exciting qualities of humankind. Although the mega speed of life today enables us to shoot ourselves in the foot faster than ever before, it also allows us to heal, walk, run, and even grow a new extremity to replace the damaged one.

**Happy New Year to you from ISMA.** The timing is perfect for you to evaluate your brand and then put your social media skills to work, reinventing your image ... **exactly the way you want to be perceived!**