



FOR IMMEDIATE RELEASE

Contact: Rebecca Morley
(215) 568-2525
rmorley@devinepowers.com

**MEDIA GURU PETER SHANKMAN
WILL DISCUSS TRENDS IN SOCIAL NETWORKING AND VIRAL MARKETING
AT GLOBAL CREATIVE ECONOMY CONVERGENCE SUMMIT**

September 18, 2009 (Philadelphia, PA) –Innovation Philadelphia is pleased to announce that social media guru Peter Shankman will take center stage on Tuesday, October 6 as a keynote speaker for the Global Creative Economy Convergence Summit (www.GCECS2009.com), at the Pennsylvania Convention Center in Philadelphia. Mr. Shankman’s speech, “Social Media: It’s Simply Trust,” will explore the world of social networking, viral marketing and the issues surrounding them. A series of other media-focused workshops and panels will also take place over the course of the two-day Summit.

“In today’s world, technology surrounds us more than ever before, and as a result, the presence of social media in our everyday lives has exploded,” said Innovation Philadelphia President and CEO Kelly Lee. “Many entrepreneurs are trying to determine how to effectively use social media to promote their businesses, which is why we are thrilled to have Peter Shankman discuss how marketers, businesses, publicists, and everyday individuals are using social media to spearhead new marketing campaigns and promote their products or brands.”

Mr. Shankman is known for his radical social media, public relations, marketing and advertising initiatives. In 2008 he founded Help A Reporter Out (HARO), a free service that enables journalists and sources to easily connect on a daily basis. Since 2008, subscription to HARO has grown by more than 500 percent to become the largest free source for journalists in the world. He is also founder and CEO of The Geek Factory, a public relations firm with high profile clients including American Express, Disney, New Frontier Media and the Department of Defense.

-more-

Peter Shankman, Page 2/2

“For many people, social media is nothing more than the ability to screw up to a much larger audience, in a much smaller amount of time. But for those using it correctly, applying the same fundamentals of good customer service and proactive response to the new tools hitting the industry today, social media can be a very effective weapon in your communications arsenal. The key, however, is to listen first, talk second,” said Peter Shankman.

“Peter’s unique viewpoint on how to utilize social media, and his stance on when *not* to use it, has truly positioned him as a frontman in this industry. For many entrepreneurs and creative industry professionals, using social media for business is uncharted water, and we know Peter’s keynote address will be a great resource for them to learn more,” said Lee.

In addition to Peter Shankman’s keynote, there will be several panels and discussions dedicated to media, journalism, marketing and social media. Some examples include: Creating a Culture of Entrepreneurial Journalism, Making an Impact with Your Personal Brand, Beyond the Web Site: Social Media’s Role in the Visual Arts, Social Media Intensive: Launch Your Own Campaign NOW!, and Challenges of a Successful Entrepreneurship in an Internet Age.

Full registration to the Summit is \$225 and includes access to all Summit-related panels, workshops, presentations and tours, as well as all meals and receptions for both days of the Summit. A “No Frills” registration option is also available for \$75 and includes access to all Summit-related panels, workshops, presentations and tours, but does not include meals. Individual tickets to keynote presentations may be purchased as well. Tickets for Peter Shankman’s October 6 keynote address at 8:00 a.m. are \$50 and include breakfast.

About the Global Creative Economy Convergence Summit

On October 5-6, 2009 Innovation Philadelphia will host the 2009 Global Creative Economy Convergence Summit, which will bring together entrepreneurs, business leaders, and creative industry professionals to network, exchange ideas, and share information on emerging technology and initiatives that drive a successful creative economy. The Summit will be held at the Pennsylvania Convention Center, located in the heart of Philadelphia at 1101 Arch Street, Philadelphia, PA 19107. Accommodations are available at the Summit’s official hotel, the Loews Philadelphia Hotel, conveniently located at 1200 Market Street, Philadelphia, PA 19107. Registration for the two-day Summit is \$225. For more information about the Summit or to register online, please visit www.GCECS2009.com.

About Innovation Philadelphia

Innovation Philadelphia is committed to supporting technology-driven economic growth in the Philadelphia region through growing the region’s for-profit creative industries, attracting and retaining young professionals vital to economic growth and fostering entrepreneurship and new ideas. For more information about Innovation Philadelphia and its initiatives, please visit www.innovationphiladelphia.com.

###