The GTA Chapter presents:

“Why Today’s Health Care Leaders Must Embrace Social Media”

WEBCAST
Wednesday March 9, 2011
12:00 – 1:00 p.m. EST

Soumitra Dutta is author of “What’s Your Personal Social Media Strategy” (Harvard Business Review, November 2010) - and coauthor of Throwing Sheep in the Boardroom: How Online Social Networking Will Transform Your Life, Work and World (Wiley, 2008). He is a global authority in technology-enabled innovation strategies for corporations, Roland Berger Professor of Business and Technology and Founder and Academic Director of ELab at INSEAD. Soumitra’s credentials also include: Visiting professor, UC Berkeley’s Haas School of Business; University of Oxford; University of Cambridge; and Fellow World Economic Forum.

Soumitra Dutta will talk about:
- Online social networking – how it is changing the way we interact with each other informally, the inner dynamics of organizations and our behaviour as citizens and consumers
- Why today’s health care leaders must embrace social media
- Developing a social media presence – benefits, risks and your next steps

Cost:
CCHL Members - $45 + HST = $50.85
Non Members - $55 + HST = $62.15
Students - $20+ HST = $22.60
Group (4 or more) - $25 + HST = $28.25
(Group rate available by contacting Danielle Fortin – dfortin@cchl-ccls.ca)

Register online today!

For additional information, please contact Annette Marcuzzi at marcuzzia@rogers.com.

MAINTENANCE OF CERTIFICATION
Attendance at this program entitles certified Canadian College of Health Leaders members (CHE / Fellow) to 1.0 Category I credits toward their maintenance of certification requirement.

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“Why Today’s Health Care Leaders Must Embrace Social Media”

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