



SINGAPORE PRESS CLUB YOUNG MEDIA PROFESSIONALS CHAPTER

present

Is social media the new mainstream?

Wednesday 7 July 2010, 12noon to 2pm
Venue: T2.2, Tower Block, News Centre
Singapore Press Holdings
1000 Toa Payoh North, Singapore 318994

Social media tools such as Facebook, Twitter, YouTube and blogs have become essential tools and sources of information for many, journalists included. Hear from two local social media pioneers how Singaporeans have taken to social media and engage them on what the future holds for both old and new media.

Walter Lim will speak on 'Old Stories, New Media – Harnessing Social Technologies for the Heritage Cause'. Walter is director of corporate services and marketing communications at the new National Art Gallery of Singapore. In his previous job at the National Heritage Board, he launched Singapore's first heritage and museums blog – *Yesterday.sg* – which was ranked as the 3rd top museum blog in the world in 2009, and *Heritage TV*, a YouTube channel featuring bite-sized snippets of amateur content which has attracted more than 50,000 viewers to date.

Pat Law will speak on how Singapore netizens respond to social media and how it fills gaps the mainstream media doesn't reach, or reach fast enough. Pat is a communications specialist in both traditional and digital media for a range of local and global brands, with seven years' experience. She recently set up social influence marketing studio Goodstuph. She also runs popular blog blankanvas and has been described as "a burgeoning social media rockstar". She was formerly a digital strategist at Ogilvy Public Relations.

This is part of the Young Professionals Chapter's ongoing new media series.

Light lunch will be provided from 12 noon to 12.30pm. This is a free members-only event. Entry to first 60 members who register via email and produce their valid membership card at the door.

Email secretariat@pressclub.org.sg by Wednesday, 30 June 2009, 12 noon to reserve a seat

Non-members wishing to attend may apply for membership by mailing forms and subscription by cheque to the Secretariat, or by signing up online at www.pressclub.org.sg by June 30.

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