

MAComb-OU INCubator

Presents the

Lunch and Launch series

Professional, casual, interactive discussions to help you enhance your business

Demystifying Social Media

Thursday, February 9, 2012

Noon until 1 p.m.

Macomb-OU INCubator
at Velocity Center
6633 18 Mile Road, Sterling Heights, Mich. 48314



David Murray is a marketing and digital communications strategist currently serving as director of social media for Moncur Associates, a high-end branding and strategic messaging firm located in Troy, Mich.

Believing content is communication, Murray has created fully integrated digital and social media campaigns in the health care, franchise, nonprofit, and business-to-business and business-to-consumer sectors. In this Lunch and Launch, Murray will help you "demystify" this new and effective communication tool — and put it to work to enhance your company's success.

A national speaker, Murray focuses on digital communications and social media marketing best practices. He has spoken at BlogWorld, unGeeked, TEDx and more. Murray has also been featured in *The Wall Street Journal* and in David Meerman Scott's book, *The New Rules of PR and Marketing*. He is the founder of Social Media Club Detroit, and is a member of the Detroit-based food blog team, The Hungry Dudes.

For more information on this Lunch and Launch program, or to register, call Joan Carleton (586) 884-9324 or email macINC@oakland.edu.



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