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## Are Your Assumptions About Gen Y and Social Media All... WRONG?

When a generation grows up with a smartphone in hand and social networks at their disposal, you might think that hiring a social-media Phenom would be the answer to creating engagement at your event. Think again.

Nicole Matthews, examines the generational disconnect between social media and social engagement, and why business owners shouldn't assume that just because someone is social-media savvy, he or she has what it takes to develop a brand. With tales from the trenches, Nicole explores the difference between using an app and actually implementing the application.

Get ready to discover...

1. Traits of Gen Y and why you should care!
2. The difference between an app and an application
3. Cautionary tales of working with Gen Y
4. Ways to tap into Gen Y's technologically savvy skills
5. The questions you should ask when hiring a social media rock stars

### Meet Nicole Matthews: She Practices What She Teaches

As an in-demand speaker on entrepreneurship and personal development, Nicole has presented across the globe, including Scotland and Mexico. She is also the author of *Permission: Stop Competing and Start Creating the Life You Want to Live*, and owner of The Henley Co, a global event, travel and lifestyle management firm. In all aspects of her work, Nicole champions the importance of designing an authentic and prosperous life!

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