



LIXI@Work

Social Media: A Financial Services Perspective 2015 LIXI Conversation Series

LIXI is pleased to announce ***Social Media: A Financial Services Perspective*** as the next Conversation Series event. ***Social Media*** is a **MEMBERS ONLY** function, generously sponsored by PLAN Australia, and hosted by NAB. Epictenet, specialists in Banking, Financial Services and Insurance Industry IT solutions, will present the evening's content.

The evening will focus on the impact that social media has on the financial services industry and the need to examine assumptions, dependencies and innovation in a communication form that is here to stay.

The interactive presentation will address:

- The power of social media
- Defying the common myths of social media
- Acquiring dynamic social media strategies
- How to use analytics to drive engagement and stay on message
- The top five steps to improve your social media presence

Sydney - March 25th

To register for the Sydney event, please visit this [webpage](#).

Melbourne - April 16th

To register for the Melbourne event, please visit this [webpage](#).

New Members

- * Galilee Solicitors
- * Finance Brokers Association of Australia

Visit our website for a complete list of [LIXI Members](#).

