



HOW TO FUND YOUR BUSINESS USING SOCIAL MEDIA

Crowd funding is an alternative form of raising money for your business. Find out how businesses are using online platforms to obtain contributions from a large audience interested in investing in new and exciting projects.

Topics:

- What crowd funding is about and how it can help your business
- How to create a crowd funding campaign
- How to direct traffic to your campaign

Speakers:

Slava Rubin, CEO and Co-founder of IndieGoGo (www.indiegogo.com) - IndieGoGo is a leading international funding platform, providing anyone with passion the opportunity to help fund creative, entrepreneurial or cause campaigns. In 2011, IndieGoGo was named a partner company for Startup America, President Obama's initiative to stimulate entrepreneurship in the U.S.

Vlad Vukicevic, CTO and Co-founder of RocketHub (rockethub.com) - Mr. Vukicevic is an entrepreneur and established thought leader in the world of social media and innovation. He has taught Fortune 500 companies how to apply innovative technology and has combined pop culture with management theory on his blog. His company, RocketHub, is one of the world's largest online creative crowdsourcing platforms.

DATE: Thursday, February 9, 2012

TIME: 10:00 AM - 12:00 PM

LOCATION: LaGuardia Community College | 31-10 Thomson Ave., Room: **E-501**
Long Island City, NY 11101

Travel Info: <http://www.lagcc.cuny.edu/About/Visit/>

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