



## Press Release

For immediate release

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### **C&LC Vice President Janeé Pelletier Featured at PCMA Convening Leaders Annual Conference**

**Las Vegas, NV [January 11, 2011]...** Conference & Logistics Consultants' Vice President Janeé Pelletier is presenting today on the topic of *Why Social Media Matters for your Meeting* at PCMA's 2011 Convening Leaders conference. Pelletier is one of eleven members on the all-star team of social media experts featured in PCMA's Learning Lounge. *Why Social Media Matters for your Meeting* will take place in the Social4Events Open Air Theater, part of the Social Media Lounge, at 4:30 PM PST.

"Social media has moved far beyond just a fun way to interact with friends. It's a serious business tool," said Pelletier. "Social media matters more than many meeting planners realize. It's an amazing feedback mechanism and allows you to extend the scope of your meeting beyond physical time and space. Best of all, it's mostly free! Planners who aren't integrating social media as part of their marketing strategy are missing a tremendous opportunity."

Pelletier has substantial expertise in social media management, including management of Twitter, Facebook, LinkedIn, FourSquare and SCVNGR components. Pelletier specializes in meeting strategy for clients in the midst of crises or organizational change. She is an active member of ASAE and PCMA and holds leadership roles in the industry, including PCMA's national Marketing Task Force and co-chair of the PCMA Capital Chapter Communications Committee.

In addition to her Vice President role, Janeé also serves as the Chief Technology Evangelist for **meetsmart**, C&LC's innovative new conference technology. **meetsmart mobile** is a cross-platform conference navigation app for mobile phones, and the only app of it's kind developed by meeting planners. For more information, visit [www.meetsmartmobile.com](http://www.meetsmartmobile.com).

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*Conference & Logistics Consultants (C&LC) is a full-service meeting management and consulting firm with more than 23 years of experience serving association and corporate clients throughout North America & Europe. The Washington Business Journal has recognized C&LC as one of the top planning firms in the DC area for the last 13 years. For more information go to [www.gomeeting.com](http://www.gomeeting.com).*