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## **Social Media Expert Wendy Soucie to Speak**

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**(Waukesha, WI)**– Wendy Soucie, social media consultant and strategist, will present “Strategic Social Media Marketing” at the Waukesha County Business Alliance Breakfast Club on Thursday, February 3. The presentation will cover how a social strategy will keep actions aligned with business goals, how an action plan will move limited resources forward, and ways to measure results and social capital from these efforts.

“Achieving business goals though strategic thinking, research and planning are what this presentation is all about. I want attendees to learn ways to build client relationship and support their brand through social media,” said Soucie.

Wendy Soucie is a certified social media consultant/strategist, business development professional, national speaker, trainer and evangelist for businesses and organizations who are interested in engaging with their clients. Her broad range of business experience, roles and outside interests make her uniquely qualified to speak on strategy for using social media across any organization, for events and campaigns.

Alliance Breakfast Club is a monthly program of the Waukesha County Business Alliance, held at Country Springs Hotel & Conference Center. The event costs \$20 for members of the Alliance and \$30 for non members. It starts at 7am with registration and networking, continental breakfast and roundtable networking at 7:15, and Soucie’s presentation from 8-9am. For more information on Wendy Soucie, visit [www.wendysoucie.com](http://www.wendysoucie.com). For more information about Alliance Breakfast Club or Wendy Soucie’s presentation, and to register for the event, visit [www.waukesha.org](http://www.waukesha.org).

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### **About Waukesha County Business Alliance**

Waukesha County Business Alliance is a countywide chamber of commerce with over 900 member companies, representing over 60,000 employees. The mission of the Alliance is to drive economic growth in Waukesha County by fostering a vibrant business community built on a foundation of four pillars: Advocacy, Development, Networking and Promotion. The Alliance provides opportunities for its members to advocate on behalf of the business community, develop themselves and their employees, network and build strong business relationships and promote their business.



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