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NEWSLETTER DATES	SPECIAL FOCUSES	EVENT COVERAGE	IWCE'S ONLINE COLLEGE OF TECH
MARCH* 3, 5, 10, 12, 24, 26, 31	Towers and wireless sites Wearable technologies	NATE UNITE 2015: February 28-29, 2015	
APRIL 2, 7, 9, 14, 16, 21, 23, 28, 30	FirstNet draft RFP review Radio devices and accessories	Wireless Infrastructure Show (PCIA): April 27-30, 2015 Internet of Things Summit: April 28-29, 2015 ISC West: April 5-7, 2015	
MAY 5, 7, 12, 14, 19, 21, 26, 28	Utilities and transit technologies Internet of Things (drones, M2M, sensors and more)	Unmanned Systems by AUVSI: May 4-7, 2015 NetNet North America: May 5-6, 2015 UTC Telecom: May 5-8, 2015 Internet of Things World 2015: May 12-13, 2015 International Microwave Symposium: May 17-22, 2015	May 20, 2015: Body Cameras: Policy Decisions, Storage, Open Records and More
JUNE 2, 4, 9, 11, 16, 18, 23, 25, 30	Critical communications broadband Cybersecurity for enterprise	PSCR meetings: June 3-5, 2015 TIA Network of the Future: June 2-4, 2015	June 24, 2015: Extending Your LMR Network with LTE and Wi-Fi
JULY 2, 7, 9, 14, 16, 21, 23, 28, 30	Dispatch systems and gear	NENA 2015: June 27- July 2, 2015	July 22, 2015: Voice over LTE for the Enterprise and Public Safety
AUGUST** 4, 6, 11, 13, 25, 27, 31	Public safety communications Test & measurement	APCO 2015: August 16-19, 2015 IMSA 2015: August 22-25, 2015	August 26, 2015: Testing and Measurement of LTE Technologies
SEPTEMBER 1, 3, 8, 10, 15, 17, 22, 24, 28, 30	Mobile applications for critical infrastructure and enterprise Smart cities	CTIA/Mobile-Comm World: September 9-11, 2015 NTCA: September 19-23, 2015 International Conference and Business Expo on Wireless Communication: September 21-23, 2015	September 16, 2015: Smart Cities Means Smarter Services
OCTOBER 6, 8, 13, 15, 20, 22, 27, 29	Law enforcement and business enterprise wireless Cybersecurity month	Smart Industry Show (Industrial Internet): October 6-8, 2015 Wireless Leadership Summit: October 7-9, 2015 CCA Annual Convention: October 7-9, 2015 IACP: October 24-27, 2015 MILCOM: October 26-28, 2015 NetNet Expo: October 27-28, 2015	October 21, 2015: The Connected World - How Secure is the Internet of Things?
NOVEMBER 3, 5, 10, 12, 17, 19, 24	LMR and LTE migration Backhaul	CMA: November 5-11, 2015 TETRA World Congress: November 12-14, 2015 Secured Cities 2015: November 10-12, 2015 LTE North America: November 17-19, 2015	November 18, 2015: Redundant, Reliable, Dependable and High-Capacity Backhaul
DECEMBER 1, 3, 8, 10, 15, 17, 22, 29	Next-generation communications A year in review	IEEE GlobeCom: December 6-10, 2015	December 16, 2015: Assessing In-Door Coverage

*IWCE Show Daily is a separate newsletter and not included in the month of March

**APCO Show Daily is a separate newsletter and not included in the month of August

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Social Media Strategy Keith A. Quesenberry, 2024-02-12 The fourth edition of Social Media Strategy is an essential step by step blueprint for innovating change supporting traditional marketing advertising and PR efforts and leveraging consumer influence in the digital world With a completely integrated marketing advertising and public relations framework Keith Quesenberry's up to date textbook goes beyond tips and tricks to systematically explore the unique qualities challenges and opportunities of social media Students learn core principles and proven processes to build unique social media plans that integrate paid earned shared and owned media based on business objectives target audiences big ideas and social media categories This classroom and industry proven text has been updated with a new infographics and concise reading sections with frequent tables checklists and templates New and updated case studies in each chapter engage students in contemporary examples from small businesses large corporations and non profit organizations Focusing on cross disciplinary strategic planning content creation and reporting this accessible and highly practical text is an essential guide for students and professionals alike Features Each chapter includes a preview chapter objectives case studies pull quotes video links bulleted lists infographics tables and templates Chapters end with a chapter checklist key terms and definitions and Experiential Learning sections with questions exercises and Discover and Explore activities Keywords are bolded and defined in the text at the end of each chapter and in a comprehensive glossary Template worksheets for key strategy components with business context examples New to the Fourth Edition Fully redesigned robust graphics engage students visually New figures include average online advertising costs uses of AI in social media and the latest generative AI integrations by company and platform Fact sheets for each social media platform provide essential data for easy reference Data includes daily and monthly user activity main user demographics advertising CPC and CPM and content insights Recurring College Cupcakes business example allows students to follow a strategic process in context Appendix with a list of practical resources to keep students current in the world of social media recommended professional certifications personal branding and a section on the negative effects of social media on mental health and society Instructor Support Materials <https://textbooks.rowman.com/quesenberry4e> Test banks Template worksheets Case Briefs Sample syllabi PowerPoint slides Student Flashcards Find additional templates and social media strategy updates on the author's blog <https://www.postcontrolmarketing.com>

Social Media for Strategic Communication Karen Freberg, 2021-07-02 Social Media for Strategic Communication Creative Strategies and Research Based Applications Second Edition teaches students the skills and principles needed to use social media in persuasive communication campaigns This book combines cutting edge research with practical on the ground instruction to prepare students for the real world challenges they'll face in the workplace By focusing on strategic thinking and awareness this book gives students the tools they need to adapt what they learn to new platforms and technologies that may emerge in the future A broad focus on strategic communication from PR advertising and

marketing to non profit advocacy gives students a broad base of knowledge that will serve them wherever their careers may lead The Second Edition features new case studies and exercises and increased coverage of diversity and inclusion issues and influencer marketing trends

Content Inc.: How Entrepreneurs Use Content to Build Massive Audiences and Create Radically Successful Businesses Joe Pulizzi, 2015-09-04 Instead of throwing money away and sucking up to A listers now there is a better way to promote your business It s called content marketing and this book is a great way to master this new technique Guy Kawasaki Chief evangelist of Canva and author of The Art of the Start 2 0 How do you take the maximum amount of risk out of starting a business Joe Pulizzi shows us Fascinate your audience then turn them into loyal fans Content Inc shows you how Use it as your roadmap to startup success Sally Hogshead New York Times and Wall Street Journal bestselling author How the World Sees You If you re serious about turning content into a business this is the most detailed honest and useful book ever written Jay Baer New York Times bestselling author of Youtility The approach to business taught all over the world is to create a product and then spend a bunch of money to market and sell it Joe outlines a radically new way to succeed in business Develop your audience first by creating content that draws people in and then watch your business sell themselves David Meerman Scott bestselling author of ten books including The New Rules of Sales and Service The digital age has fundamentally reshaped the cost curve for entrepreneurs Joe describes the formula for developing a purpose driven business that connects with an engaged and loyal audience around content With brand voice and audience building and monetizing a business is easy Julie Fleischer Sr Director Data Content Media Kraft Foods What if you launched a business with nothing to sell and instead focused first on serving the needs of an audience trusting that the selling part would come later Crazy Or crazy brilliant I d say the latter Because in today s world you should serve before selling Ann Handley author of the Wall Street Journal bestseller Everybody Writes and Content Rules Today anyone anywhere with a passion and a focus on a content niche can build a multi million dollar platform and business I did it and so can you Just follow Joe s plan and his Content Inc model John Lee Dumas Founder EntrepreneurOnFire The Internet doesn t need more content It needs amazing content Content Inc is the business blueprint on how to achieve that If you re in business and are tired of hearing about the need for content marketing but want the how and the proof Content Inc is your blueprint Scott Stratten bestselling author and President of UnMarketing Inc Content marketing is by far the best marketing strategy for every company and Joe is by far the best guru on the topic I wish this book was available when we started our content marketing initiative It would have saved us a huge amount of time and effort Scott Maxwell Managing Partner Founder OpenView Venture Partners

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2002 Introductory Concepts and Techniques provides step by step instructions accompanied by full color screen shots helping students learn basic FrontPage 2002 skills quickly and easily **Microsoft Office 97 Professional Edition** Reding,Swanson,Steve Johnson,1997-03 This first book in the highly visual new design offers new users a hands on introduction to Microsoft Office 97 and also serves as an excellent reference for future use Each skill is presented on two facing pages with the step by step instructions on the left page and large screen illustrations on the right Preface

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