



KEIZAI SOCIETY U.S. - JAPAN BUSINESS FORUM

“How to Use Twitter as a Marketing Weapon”

Guest Speaker:

Guy Kawasaki

Co-founder of Alltop

Wednesday, July 28, 2010

Registration and Networking: 6:00 – 6:30 p.m.

Event: 6:30 – 8:20 p.m.

Networking: 8:20 pm. – 9:00 p.m.

Location: Fenwick & West LLP
801 California St., Mountain View, CA

Japanese food, including sushi, and soft drinks will be served

FEES:

\$20: Registration by July 24 (midnight)

\$35: Late Registration by July 27 (5:00pm)

\$50: Walk-ins (Walk-ins welcome, but seats may be limited)

DRESS: Business casual

Registration at www.keizai.org

ONLINE LIVE CAST

Online live cast provided via Ustream

FREE for those who RSVP before 7/26/2010 at 5:00p.m. (PDT)

Log-in instructions for the live cast will be sent on 7/27/2010 to those who registered

We all know that Twitter has taken the world by storm. Twitter is everywhere. The vast majority of Twitter use today is social or informal, but that is already changing as companies discover the commercial promise of the medium, and as one company in particular – Twitter itself – seeks revenue and profits. Legendary Silicon Valley visionary **Guy Kawasaki** will address this most timely topic as he discusses *How to Use Twitter as a Marketing Weapon*. Already a ubiquitous social platform, Twitter is still vastly underused as a marketing platform. Guy will show us how that is changing, and most importantly, how we can get in on the ground floor of using Twitter to market successfully.

About the Guest Speaker:



Guy Kawasaki is a managing director of Garage Technology Ventures, an early-stage venture capital firm and a columnist for *Entrepreneur Magazine*. Previously, he was an Apple Fellow at Apple Computer, Inc. Guy is the author of nine books including *Reality Check*, *The Art of the Start*, *Rules for Revolutionaries*, *How to Drive Your Competition Crazy*, *Selling the Dream*, and *The Macintosh Way*. He has a BA from Stanford University and an MBA from UCLA as well as an honorary doctorate from Babson College.

Keizai Society's theme for 2010 is "Catch the Next Wave – New Opportunities for 2010." As Silicon Valley and the world economy move toward recovery in 2010, new opportunities will arise to drive the engine of growth. We hope that your involvement with Keizai Society will enable you to "catch the next wave" by finding these new opportunities and using them to further your business career.

Keizai Society recommends signing up early at www.keizai.org since we have limited capacity. Walk-ins are welcome, but may be limited based on availability. Please make sure to bring your business cards to exchange and network with people at the event. Feel free to forward this message to your friends and colleagues to let them know about the event.

Keizai Society wishes to thank its sponsors:



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