C1 MediaRoom

NACR Sponsoring Social Media Event for Texas Avaya Users Group

Solution Integrator and Guest Speaker Erik Deckers Will Present Social Media Strategies for Texas IAUG on July 19

EAGAN, Minn., July 10, 2012 /PRNewswire/ -- As technology integration expert NACR prepares to officially launch its social media solutions in the Dallas area, the company is pleased to host a local meeting of the International Avaya Users Group (IAUG), July 19 from 11 a.m. to 2 p.m. at La Quinta Inn and Suites in Arlington, TX. The luncheon event will feature special guest Erik Deckers, an expert on blogging and social media.

(Logo: http://photos.prnewswire.com/prnh/20070809/AQTH118LOGO)

NACR is one of the largest Avaya channel partners worldwide and the leading independent integrator of best-in-class communications, collaboration, and customer interaction solutions in the United States — delivering comprehensive sales, consultation, training, and technical support, as well as managed services, maintenance, and repairs. The company works closely with Avaya and other technology innovators to integrate the latest hardware, software, and applications into end-to-end multivendor solutions for diverse markets.

IAUG has more than 5,000 members globally and is one of the world's largest international organizations for communications technology professionals, providing a forum and resources for the Avaya user community. In addition to providing networking opportunities, the NACR-sponsored Texas IAUG luncheon meeting on July 19 will focus on tactics for planning and building a social media strategy across a business.

"Social media and social marketing have huge implications for businesses — offering opportunities for them to better understand their customer base, improve customer satisfaction, and drive increased revenues," according to Robert Ritchey, Director of Solutions Architecture Design and Collaboration for NACR's southern region. "Our goal is to help businesses understand the relevance of social networking and to see how they can use social media to not only increase their social presence, but also increase the power, impact, and reach of their brand. We must be present where our customers are present"

Local members of IAUG who are planning to attend the July 19 meeting are also encouraged to bring along a sales or marketing peer who, with IT, is responsible for social media or social marketing within their company.

"While the one person or organization may initiate the use of social media, the entire business — and especially IT and sales/marketing— needs to be involved in the strategy for it to be successful," Ritchey added. "We believe this meeting will help the IT and sales/marketing teams see how they can use social media to help transform their business and engage in conversation with their customers to gain much more information about customer preferences, behavior and the cultural shift social media represents."

Deckers is a frequent keynote speaker on social media as it relates to personal branding, small business marketing, crisis communication, and citizen journalism. He is a professional blogger, columnist, and co-owner and vice president of creative services for Professional Blog Service, a blogging and social media agency. He is also co-author of books including *Branding Yourself: How to Use Social Media to Invent or Reinvent Yourself* and *No Bull**** Social Media: The All-Business No-Hype Guide to Social Media Marketing*, and helped to write *Twitter Marketing for Dummies*.

For more information about the July 19 event and NACR social media solutions, customers can call their NACR representative, contact the company at **1-888-321-6227** or register at nacr.com or this link.

About NACR

With offices nationwide, industry award-winning NACR (Eagan, MN) is a certified Avaya Platinum Channel Partner, eight-time Avaya Business Partner of the Year, and the leading independent integrator of best-in-class communications, collaboration, and customer interaction solutions for businesses. Its highly trained and experienced team, with more than 600 industry-recognized certifications, delivers proven, scalable, cost-effective solutions tailored to a customer's end-to-end needs, from sales through ongoing support. Using sophisticated processes, advanced tools, and two high-tech Network Operations Centers (NOCs), NACR provides comprehensive monitoring and managed services for multivendor infrastructures. And to help customers keep pace with changing technology and business needs, the NACR Center of Excellence for Learning and Development provides training and educational opportunities. For more information, call **1-888-321-NACR** (6227) or visit nacr.com

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