C1 MediaRoom

NACR Sponsoring Social Media Event for Avaya Users Group in the Carolinas

Solution Integrator NACR and Guest Speaker Erik Deckers to Present Social Media Strategies for CAAU on August 28

EAGAN, Minn., Aug. 14, 2012 /PRNewswire/ -- As technology integration expert NACR prepares to launch its social media solutions in North and South Carolina, the company is pleased to host a meeting of the Carolina Alliance of Avaya Users (CAAU) on August 28 in Winston-Salem, NC. The meeting will feature special guest Erik Deckers, a published author and expert on blogging and social media.

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

"We believe our social media message is relevant for marketing, human resources, and sales audiences as well as IT, and we encourage professionals from all of these business groups to attend the meeting," said Robert Ritchey, Director of Solutions Architecture Design and Collaboration for NACR's southern region.

NACR is one of the largest Avaya channel partners worldwide and a leading independent integrator of best-in-class communications, collaboration, and customer interaction solutions — 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.

The CAAU is a not-for-profit organization promoting education and information sharing among users of Avaya hardware and software in North and South Carolina. As the local chapter of the International Avaya Users Group (IAUG) — one of the world's largest organizations for communications technology professionals — the CAAU provides a forum for members to meet, communicate, and collaborate with other users, and to receive information and free training from Avaya Business Partners such as NACR.

In addition to offering networking opportunities, the NACR-sponsored CAAU meeting on August 28 will focus on tactics for planning and building a social media strategy across a business.

"Businesses must be present where their customers are present, so social media and social marketing have huge implications — offering more opportunities for businesses to reach their customer base, improve customer satisfaction, and drive revenues," according to Ritchey. "NACR's goal is to help businesses understand the relevance of social networking and to see how they can use social media to increase not only their social presence, but also the power, impact, and reach of their brand."

CAAU members who are planning to attend the meeting are encouraged to bring along a peer from sales, marketing, or other areas of the business who, with IT, is responsible for social media or social marketing within their company.

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

Meeting guest Erik 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 August 28 event and NACR social media solutions, customers can call their NACR representative, contact the company at **1-888-321-6227**, or contact Robert Ritchey, **1- 651 3 93-3620**.

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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