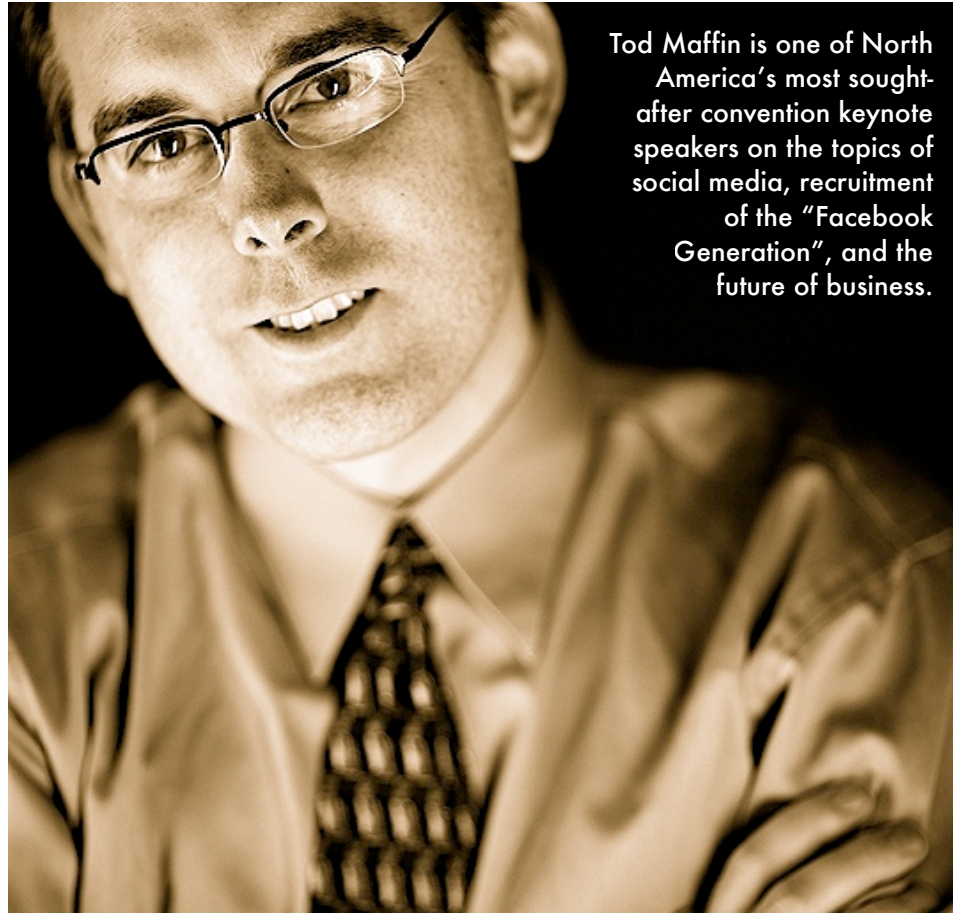


recruiting

THE
FACEBOOK
GENERATION



Tod Maffin is one of North America's most sought-after convention keynote speakers on the topics of social media, recruitment of the "Facebook Generation", and the future of business.

Using Social Media to Attract Employees

Your future boss is currently uploading mashups on Facebook. (Oh, and she's 16.)

It doesn't matter what line of business you're in or how long your company has been around. These days, the hottest file on your CEO's desk reads *Recruitment*.

Thanks to a demographic shift where baby boomers are retiring *en masse*, desks and cubicles throughout every developed country are empty -- waiting to be filled by a declining number of employee prospects.

That's the bad news.

The good news is that armed with an understanding of how to use social media -- like Facebook, blogs, YouTube, and more -- your firm can not only survive the draught, but thrive in it.

Tod Maffin lives in the Internet's social network.

For the last 12 years, he has consulted with organizations throughout the United States, Canada, Sweden, Australia, Britain, Romania, Germany, and more.

Tod is respected within the social media community and actively involved in all levels of this new wave of digital communications.

He blogs. He podcasts. He maintains sites on Flickr, YouTube, Facebook, LinkedIn, and more.

And yes, he's a geek.

But he also has a proven track record in business. As a former dot-com CEO, he took his artificial intelligence firm

public within a year and developed a patented AI technology.

With infectious enthusiasm and energy, Tod will walk your delegates through social media recruitment -- without losing track of critical real-world business mandates.



tod
maffin

Tod Maffin is available for select keynote dates.

For booking information, contact Cathy Hirst at 1.800.665.3833 or email chirst@thelavinagency.com