



**Social Media: Friend or Foe? UNDERSTANDING, ENGAGEMENT,  
LEADERSHIP; the opportunities and risks of social media**  
**Institute of Corporate Directors, Atlantic Chapter**  
**Wednesday, February 10, 2010**

**Session Objectives:**

**Learn from a panel of social media experts the importance of social media for leadership and governance**

**Panelists**

**Scott Ewart:** Senior business legal counsel with extensive finance, government and public relations, corporate transformation, IP, M&A, CSR and governance experience obtained through senior positions with Molson, Allstream, AT&T Canada, Coca-Cola (Canada, U.K. and Northwest Europe) and Nortel.

**Malcolm Fraser:** Malcolm Fraser is the Founder and President of ISL, a company which has been recognized for its innovation in mobile, social media, and mapping technologies. Malcolm often speaks nationally and internationally about social change and technology, web marketing best practice and future trends in the industry.

**Bessy Nikolaou:** Bessy joined the Time + Space team after a 9 year layover in Toronto. Immersed in Social Media and Web 2.0, long before the terms were mainstream, Bessy has been a part of the online conversation for nearly 10 years. Traditionally working client side in the digital space, Bessy is eager to share her knowledge of online and social media marketing.

**Who should attend?**

- ICD.D directors, as part of their continuing education requirements
- CEOs or senior executives
- Board members and CEOs of all Nova Scotia Government Agencies
- Directors of public and private sector companies looking to improve their knowledge of current events and issues

**Time:**

Registration: 3:00 pm  
Session: 3:30 pm - 5:00 pm  
Networking: 5:00 pm - 6:00 pm

**Venue:**

The Halifax Club  
1682 Hollis Street  
Halifax NS

**Costs:**

ICD Members: \$50  
Non Members: \$75

**To Register:**

Visit [www.icd.ca](http://www.icd.ca)

**CHAPTER EXECUTIVE**

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