

## Young Actuaries Program

### Positioning for Success with Social Media

Presented by: Sonja Lee

Thursday 11 July 2013  
5.30pm – 7.30pm  
Actuaries Institute  
Level 7, 4 Martin Place, Sydney 2000



**Sydney**

Let's face it, social media is here to stay and will only get bigger. Can or should social media be used for more than just personal reasons and will it help boost your career? What's the catch if you use it and what are the consequences if you don't?

This presentation will highlight the importance of social media to actuaries and how to use social media to your advantage.



**Sonja Lee, Marketing Director, Towers Watson**

Sonja is responsible for marketing, public relations and brand strategies at Towers Watson. She works closely with all lines of business covering superannuation, investment, life insurance and HR consulting.

With over 13 years experience in marketing for leading global professional services firms (including three years as an e-commerce analyst at the peak of the technology boom for the Boston Consulting Group), Sonja is a social media enthusiast and an expert on strategic marketing and communications, including e-Marketing.

Places are limited so registration is essential. •Nibbles and drinks will be provided.

[Register online](#) or via email [events@actuaries.asn.au](mailto:events@actuaries.asn.au) by **Thursday 4 July 2013**.

Find out more about Actuaries Institute events at [www.actuaries.asn.au](http://www.actuaries.asn.au).