



For Immediate Release

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Cancer Services to Host Social Media Event- “Radical Productivity with Social Media”

Cancer Services of Northeast Indiana will host the 5th installment of its Summer Social Media Series on Tuesday, August 14. Robby Slaughter of Indianapolis will present “Radical Productivity with Social Media: Generating incredible, measureable results with only minutes of investment per day.”

The best and worst part about social media is that it’s social. Anyone can find themselves drawn into hours of discussion and interaction. But the most effective social media campaigns are also the most efficient. Learn how to make your time on the social web more productive in this interactive seminar.

WHAT: Radical Productivity with Social Media
WHERE: Cancer Services of Northeast Indiana in Brotherhood Office Park, 6316 Mutual Drive, Fort Wayne, IN 46825
WHEN: Tuesday, August 14, 11:30 AM-1:00 PM
REGISTER: <http://csnism5-2012.eventbrite.com/>
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About Robby Slaughter

Robby Slaughter is the founder of Slaughter Development (www.slaughterdev.com), a workflow and productivity consulting company in Indianapolis. After an extensive career in IT systems development, Robby realized that the principal challenges affecting individual workers are not technological in nature, but psychological. He discovered that to become more effective and efficient at work, we need to empower individuals with authority and responsibility. His consulting practice now focuses exclusively on assessing workflow challenges, helping stakeholders to design and develop new business processes, and implement systematic, stakeholder-driven changes throughout the organization.

Robby is also the author of a new book: *Failure: The Secret to Success*. More information is available at www.failurethebook.com

About Cancer Services of Northeast Indiana

Cancer Services’ mission is to enhance the quality of life of those affected by cancer by providing meaningful resources, information and compassionate assistance. Last year, more than 2,600 local people with cancer and their families received emotional support and practical resources for their cancer journey. Cancer Services of Northeast Indiana helps people who live in Allen, Adams, DeKalb, Huntington, Kosciusko, LaGrange, Noble, Steuben, Wabash, Wells, and Whitley counties.

For more information, visit www.cancer-services.org, or call toll free (866) 484-9560.