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For Immediate Release

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30 Social Media Experts Will “Pay It Forward” At June 1 Training Conference in Doylestown, PA

A full-day social media training conference to be held June 1 at Delaware Valley College in Doylestown has taken a dramatic swing toward “social good.” To make the conference more affordable for cash-strapped businesses, out-of-work professionals, students and nonprofits, all 30 speakers have agreed to offer their services free for the day to teach others how to use social media in their professional lives.

This change means conference participants will pay less for the conference and will be asked to help others in exchange for a huge discount. Business people will only pay \$49, jobseekers and students will only pay \$29 and nonprofits will pay \$19 – if they register by 2:00 p.m. Tuesday, May 24. Regular registration rates were \$249.

“We have been asked by many people for reduced rates because tight budgets were keeping them from attending,” said Chuck Hall, organizer of the SoMeBizLife Conference. “Instead of maybe 150 to 200 people at the regular conference price of \$249, we are hoping to help as many as 400 people at reduced rates.”

“Several speakers independently asked me if they could waive their fees in order to let people come at a reduced rate to jump-start their business or job search, and to help nonprofits get their message out through social media. When I asked all the speakers if they wanted to waive their fees to help others, they unanimously and very generously agreed without hesitation,” Hall said.

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In exchange for the reduced fees, the SoMeBizLife speakers are asking every attendee to “pay it forward” by investing two hours following the conference to share with others what they learn about social media, help someone out of work find a job using social media, or provide other volunteer social media services in their own communities. All conference participants will be encouraged to let others know about their “pay it forward” plans through social media channels such as Facebook, Twitter and LinkedIn.

The SoMeBizLife Conference will be held from 7:30 a.m. to 5:00 p.m., June 1 at Delaware Valley College in Doylestown. For complete details on the conference including registration information, go to www.SoMeBizLife.com. To receive the discounted rates, select the “Pay It Forward” Ticket Option. Business people may use the discount code SoMeBizBiz, job seekers and students may use the discount count SoMeBizSeeker, and nonprofits may use the code SoMeBizNonProf.

Those who registered previously at higher rates will be offered the opportunity to pay it forward by providing free tickets for others they know or receiving a refund of the difference between what they already paid the new lower rates.

The SoMeBizLife Conference is being produced by Your Marketing Exec, LLC, Doylestown PA, and is not affiliated with Delaware Valley College. Questions may be directed to Chuck Hall, info@SoMeBizLife.com or 866-606-7686.