



CANADIAN COLLEGE OF HEALTH LEADERS COLLÈGE CANADIEN DES LEADERS EN SANTÉ

*Learning, Leading, Inspiring Apprendre, mener, inspirer*

The GTA Chapter presents:

## “Why Today’s Health Care Leaders Must Embrace Social Media”

WEBCAST

Wednesday March 9, 2011

12:00 – 1:00 p.m. EST



**Soumitra Dutta** is author of “[What’s Your Personal Social Media Strategy](#)” (Harvard Business Review, November 2010) - and coauthor of *Throwing Sheep in the Boardroom: How Online Social Networking Will Transform Your Life, Work and World* (Wiley, 2008). He is a global authority in technology-enabled innovation strategies for corporations, Roland Berger Professor of Business and Technology and Founder and Academic Director of ELab at INSEAD. Soumitra’s credentials also include: Visiting professor, UC Berkeley’s Haas School of Business; University of Oxford; University of Cambridge; and Fellow World Economic Forum.

Soumitra Dutta will talk about:

- Online social networking – how it is changing the way we interact with each other informally, the inner dynamics of organizations and our behaviour as citizens and consumers
- Why today’s health care leaders must embrace social media
- Developing a social media presence – benefits, risks and your next steps

**Cost:**

CCHL Members - \$45 + HST = \$50.85

Non Members - \$55 + HST = \$62.15

Students - \$20+ HST = \$22.60

Group (4 or more) - \$25 + HST = \$28.25

(Group rate available by contacting Danielle Fortin – [dfortin@cchl-ccls.ca](mailto:dfortin@cchl-ccls.ca))

Register [online](#) today!

For additional information, please contact Annette Marcuzzi at [marcuzzia@rogers.com](mailto:marcuzzia@rogers.com).



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**MAINTENANCE OF CERTIFICATION**

Attendance at this program entitles certified Canadian College of Health Leaders members (CHE / Fellow) to **1.0 Category I credits** toward their maintenance of certification requirement.

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# “Why Today’s Health Care Leaders Must Embrace Social Media”

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