

**PRISM**  
**Public Relations Individuals in Southern Maryland**

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**BUILDING BRANDS ON-LINE**

**Learn how to incorporate blogs, facebook, twitter and more to your companies' communications strategies.**

**The Ruddy Duck Brewery and Grill, Solomons, MD** – Join us on Thursday, June 18, noon – 2 p.m. at the Ruddy Duck Brewery and Grill in Solomons, Maryland to learn more about social media and how to use it to build brands online and engage with consumers. From blogs, Facebook profiles, and viral media, to incorporating user-contributed content, many companies are struggling with how to integrate these fast-growing media into their communications strategies.

Public Relations Individuals for Southern Maryland (PRISM) is hosting Sean Carton, Chief Creative Officer of idfive where he helps clients understand the constantly changing intersections between design, marketing, communication, and technology through creative ideas and solid solutions.

Sean Carton is the founder of one of Baltimore's first Web development firms in 1995, the founding Dean of the School of Design and Media at Philadelphia University, and the co-author of one of the first books about the Web—The Mosaic Quick Tour series, published in 1993. Carton has over 12 years of experience with designing, developing, planning, and executing interactive media.

In addition to his creative and consulting work, Carton has published eight books about the Internet, technology, business, and video games and writes regular columns for the leading online advertising industry Web site ClickZ.com and Publish.com. He has also contributed to magazines such as Wired, Revolution, Stim, and POV.

Carton's work for clients has been recognized with numerous awards including a Webby, known as the "Academy Award" of the Web, One Show, and the New York Art Director's Club awards. Carton earned a Doctorate in Communications Design from the University of Baltimore.

The cost, \$13 for PRISM members and \$18 for non-members, includes the lunch and the presentation. To reserve your space, please contact Katherine Stormont at 240-577-2374 or [fullstridecom@me.com](mailto:fullstridecom@me.com). All are welcome.

For more information, or to join, please contact Gretchen Hardman at 301-885-0108 or [gretchen.heinze@charlescommunityfoundation.org](mailto:gretchen.heinze@charlescommunityfoundation.org) or check us out online at [www.prismonline.info](http://www.prismonline.info). The restaurant is located at the corner of Dowell Road and H.B. Trueman Road in Lusby.