

# YES WE CAN: GOING VIRAL IN A SOCIAL MARKETING WORLD!

**MARK LAB**  
The Marketing Resource Lab at Baruch College

*“Panel Discussion on How Viral Marketing is Redefining the Art of Networking”*

**Moderator: Les Blatt**  
With over 30 years with ABC News as a producer, editor and writer.

**Steve Rubel**

**Ken Zamkow**

**Peter Himler**

**John Havens**

**Howard Greenstein**



Senior VP of Insights for Edelman Digital

Executive Director, Marketing & Business Development for Flixwagon

Founder and Principal of Flatiron Communications

Director, Partnership Marketing & Integration at blogtalkradio

President of Harbrooke Group

**Monday, April 27, 2009, 1p.m. - 3p.m.**  
**Newman Library Building, Room 750**

To register email [marklab@baruch.cuny.edu](mailto:marklab@baruch.cuny.edu)

Park Bench Marketing Group