



## SOCIAL MEDIA:

## WHY AND HOW?

## – FOLLOWED BY CANDIDATE MIXER

**Dr. Jan Squires, CFA** - Managing Director, Strategic Products and Technology  
at CFA Institute, USA

### **BPP Business School**

Římská 526/20, Prague 2

**21. 1. 2014**

#### **Interested in any of the following?**

- Building greater awareness of your personal brand
- Sharing your observations and insights into the "marketplace of ideas"
- Extending your professional and personal networks

#### **CFA Institute was recently ranked #8 of 345 associations in social media effectiveness**

**by Association Trends.** Join us as Dr. Jan Squires, CFA brings an introduction to social media and shares best practices and lessons learned from the CFA Institute experience. Dr. Squires is Managing Director, Strategic Products and Technology at CFA Institute, and oversees the social media team for the organization.

#### **Event Schedule:**

- 17:30 **Social Media: Why and How?** - *Dr. Jan Squires, CFA* - Managing Director, Strategic Products and Technology at CFA Institute, USA
- 18:15 **Candidates Mixer** – Welcome Drink
- 18:30 Opening Remarks – BPP Business School & CFA Society about the CFA Program
- 18:45 **Effective Exam Preparation** – *Petr Skokan*, Managing Director, BPP Business School
- 19:15 Panel Discussion with CFA Charterholders
- 20:00 Mixer

**Get a 30% discount on all BPP's CFA related e-learning products.**



CFA Society  
Czech Republic



**BPP**  
PROFESSIONAL  
EDUCATION

## CFA CANDIDATE MIXER 2014

### HOSTED BY BPP BUSINESS SCHOOL

The CFA Society Czech Republic in partnership with the BPP Business School is organizing its fourth CFA Candidate Mixer.

#### What is the CFA Candidate Mixer?

It's an open event jointly organized by the CFA Society Czech Republic and BPP which aims to provide support and guidance for CFA candidates registered for the June 2014 CFA exam and those interested in registering for the upcoming CFA exam or enrolling in the CFA Program.

#### Why come to the event?

- **Learn about the CFA Program**, how to enroll in it and what earning the CFA Charter would mean for your career
- **Talk to CFA Charterholders** about their experience from studying the CFA Program and how the CFA Program enhanced their careers
- **Meet and network with other CFA Candidates and the CFA Society Czech Republic members** including its Board members
- **Learn about the courses BPP organizes** as a preparation for the CFA exams and how they will benefit you
- **Get a 30% discount on all BPP's products.**
- **Attend a teaser lecture** on Financial Analysis Techniques - a topic covered by the Level I CFA exam
- **Get involved in a study group** and **ask questions** about the CFA exams
- Learn about how to **become a member of the CFA Society Czech Republic** and the CFA Institute

To **register** please follow this [REGISTRATION LINK](#) by 20 January.  
For more information contact Ronny Nilsson at: **257 533 989**.

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