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FOR IMMEDIATE RELEASE



Learn, Grow, and Connect!

Second Annual Show Me the Blog Social Media and Blogging Conference Announced

ST. LOUIS/ - The second annual Show Me the Blog Social Media and Blogging Conference returns Friday, October 21, 2011 and Saturday, October 22, 2011 from 11:00 a.m. to 5:00 p.m. at Hotel Lumière, 999 N. 2nd Street in downtown St. Louis.

After the inaugural success of last year's conference, Danyelle Little, founder of Show Me the Blog, knew she was on the right track. "St. Louis is a burgeoning social media and blogging mecca with diverse participants, which makes it an ideal city for a conference devoted to social media. We don't have to travel across the country for events like this, we can have them right here."

This year, the conference expands to two days and moves to Hotel Lumière. Day one will focus on Social Media and Day two will focus on Blogging. Ms. Little is very excited about the second year of her conference. "Last year, Show Me the Blog boasted attendees from Atlanta, Illinois, Michigan, and Texas. The response we received was phenomenal, so moving to a venue like Hotel Lumière is a given."

Show Me the Blog is committed to giving attendees the best interactive conference experience without the hefty cost. Plans are underway for breakout sessions and a town hall. Professional blogger, Robyn Wright from RobynsOnlineWorld.com will lead an informative session, *Brand Information: Developing & Maintaining Relationships with Brands*. Robyn has worked with American Express, Johnsonville, Kellogg's, and Energizer. Aimee Knebel, [St. Louis Yelp Manager](http://St.LouisYelpManager.com) will participate in the *So You Want a Job in Social Media* panel. [Rebecca McFarland](http://RebeccaMcFarland.com), New Media Specialist at Lutheran Hour Ministries will discuss utilizing social media in the faith-based community. [Cupcake Project](http://CupcakeProject.com)'s Stef Pollack will share her remarkable story, *Empire Building: My Story for Success*. Mrs. Pollack's cupcake creations were featured in People Magazine, New York Times, and on Food Network star Paula Deen's website. More speakers and panelists will be announced in the weeks to come.

Show Me the Blog presale tickets are currently on sale for \$50.00, which covers both days and \$35.00 for a one-day admission. Please visit www.showmetheblog.com for more information, or call the conference hotline, 877.576.3038. Keep up to date with the latest Show Me the Blog news via Twitter: [@showmeblogstl](https://twitter.com/showmeblogstl) and Facebook: [Facebook.com/showmetheblog](https://facebook.com/showmetheblog)

About Show Me the Blog Social Media and Blogging Conference:

Show Me the Blog is the brainchild of Danyelle Little. The conference was created for social media enthusiasts in St. Louis to network, share information, and exchange resources. Show Me the Blog promises to be a unique experience for those interested in new media, social media, blogging, and technology.

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