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For immediate release

HIEC's Spring Breakfast with the Mayors ***Leadership through Engagement: Creating Connections that Work***

HALTON, ON – In an era that is inundated with cold calls, online ad campaigns, and viral video wannabes, marketers are eager to jump on the bandwagon. But getting on board without a plan can in fact alienate your customers, rather than attract them. If you're interested in moving down the right social media path, join the Halton Industry Education Council (HIEC) at this year's Spring Breakfast with the Mayors event, as we explore the topic: *Leadership through Engagement: Creating Connections that Work* with keynote speaker, **Scott Stratten**, president of **UnMarketing**; and recently named one of the **top 5 social media influencers in the world by Forbes.com**.

The HIEC **Breakfast with the Mayors** series was created as a semi-annual forum to reach out to the community, informing them on industry and education partnerships and to celebrate initiatives that demonstrate excellence in the Halton Region. HIEC invites students, parents, educators and business/industry representatives to attend this event in order to learn more about the many successful programs in Halton today.

Mayor Rick Goldring of Burlington will bring greetings to the event which will take place on **Friday, May 23, 2014** at The Burlington Convention Centre, from 7:30 a.m. – 10:00 a.m. Tickets, which include breakfast, are available for \$40 per person or \$300 per table of eight.

Offering a comprehensive program, this spring's Breakfast theme and keynote presentation will focus on "Creating Connections that Work". Worldwide expert on the topic and the morning's Keynote speaker Scott Stratten will speak to attendees about how we need to look before we leap into this online maze when marketing to a socially minded and technically savvy audience. By accurately using the vast array of networking tools at our fingertips to enhance our client relationships, we will better engage our customers. Scott has written several books on this subject, his latest book titled *Un Selling*, is due in the fall of 2014.

To learn more about the Spring Breakfast with the Mayors 2014 event, to register or to inquire about sponsorship opportunities, please visit www.hiec.on.ca/breakfast or call 905-634-2575 ext. 28.

About HIEC

Established November 17, 1989, as a not-for-profit organization, HIEC is a joint venture among industry, education and community partners in the Halton Region. At HIEC, our goal is to enhance career education and inspire youth to make informed career decisions. To learn more please visit www.hiec.on.ca.