

Social Media for Scientists

SDBN's May Event: Building a network and using your knowledge to advance your career and science

May 28th, 5:30-9:00 p.m.

Want access to a network of tens of thousands of scientists who you can help you advance your career? Learn about your peers' work in real time, and discuss it with them? We'll spend an hour covering LinkedIn, Twitter, blogs, FriendFeed, and examples specific to life science and biotechnology at this networking event. We'll introduce you to new resources and ideas which are revolutionizing science communication. This event will be customized to your needs: we'll ask you what you want to learn about before (and even during!) this very interactive event. You'll have time to ask questions and network throughout the event, and go home with resources and a plan to get a jump start with these exciting new tools.

About the Presenters

Mary Canady began 20 years ago as a bench scientist in biochemistry and moved to the business side of biotechnology 10 years later, working at life science companies including Invitrogen and Calbiochem. In 2008 she founded Comprendia, a company specializing in helping biotechnology and life science companies grow through strategic marketing and business development. She recently started the San Diego Biotechnology Network (SDBN) a '2.0' generation networking group, facilitating interactions through monthly events combined with online media such as LinkedIn, Twitter, and blogs.

William Gunn did his doctoral studies at Tulane University on Bone Repair Using Human Multipotent Stromal Stem Cells. During his studies he explored social media and helped found the Friendfeed Life Scientists room, where over 700 scientists daily share information and solve problems. He moved to San Diego in 2008 to pursue science and social media, and works for Genalyte developing molecular diagnostics assays. He also works with Mendeley, an academic reference management service, where he helps researchers leverage social media tools for collaboration and discovery.



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Event Details

Date: Thurs. May 28th, 2009

Time: 5:30-9:00 p.m.

Cost: \$20, includes appetizers, workshop, & materials (\$15 for academics) + \$5 onsite

No host bar with beer, wine, and mixed drinks

Location: Tango Del Rey, 3567 Del Rey St, San Diego, CA 92109

Directions: *From North:* I-5 South, Exit Balboa Ave, Straight to 4th Light, left on Bunker Hill St.--directly ahead 3 blks.
From the South: I-5 North, Exit Grand/Garnet Ave, Straight to 3rd Light, right on Bunker Hill St.--directly ahead 3 blks.

Sign up at <http://sdbn.org/may>