



## Michael Fugler Speaks on Social Media on Steroids at REISA, San Diego

San Diego, CA (PRBuzz.com) April 15, 2013 -- Michael Fugler to speak on Social Media on Steroids at Real Estate Investment Securities Association's (REISA) Spring Symposium in San Diego, California, April 14-16, 2013.

Monday, April 14, 2013

### Social Media on Steroids

We are kicking this session into high gear with hands-on leading-edge technology brought to you by nationally recognized experts, helping you leave the room with suggestions for the proper systems, knowledge and peace of mind to confidentially embrace the incredible upside of social media while mitigating risk. You will jump to the next level and become a "Social Media Pro." You will receive demonstrations on the "how to" manage and market your many social media accounts, websites, LinkedIn, Facebook, Twitter, Google+, YouTube, while remaining in compliance with brand new guidelines and regulations from the [SEC](#) and [FINRA](#). Next it is on to mobile marketing and applications. It will be all about the "how to" together with handouts. This course is designed to highlight interesting, new and innovative vendors, products, and services that will forever transform the relationship between your firm and your clients. It is leading edge, be brave, come to the edge!

### Speakers:

Michael Fugler, Chairman, EURO Financial Network, Inc.

"Critical, Creative Thinker," Investment Banker, Attorney at Law, Global Expert and Speaker on Entrepreneurship

Amy Mcilwain, Financial Social Media

Entrepreneur, author, speaker and worldwide connector

Author "The Social Advisor: Social Media Secrets of the Financial Industry"

Michael Fugler stated, "On February 4, 2013 FINRA formally implemented its existing guidance solidifying social media's status as an important means of communication with the public. In FINRA's own words, this guidance 'codifies a current interpretation of the rules.' In Publishing Regulatory Notice 12-29, the rules were updated, including FINRA 2210."

In discussing the presentation by the speakers for this REISA educational program to be delivered Monday, Mr. Fugler stated, "REISA recognizes that social media is here to stay and is embracing financial social media and pushing the education of technology at its conference and I am proud to lead the charge on educating attendees on social media and technology. Our focus is to teach attendees how to become social media pros. We start with the basics: how to manage and market your social media accounts and websites, LinkedIn, Facebook, Twitter, YouTube, while remaining in compliance with new guidelines and regulations."

Mr. Fugler also noted that "mobile marketing" is the new buzzword and stated that there will be discussions on how all applications are now moving to mobile solutions.

Mr. Fugler says that learning about the proper systems and knowledge for peace of mind to confidently embrace the incredible upside of social media while mitigating risk is the "challenge du jour." The speakers, including national expert Amy McIlwain, are driven to highlight interesting, new and innovative systems, practices, vendors, products and services that transform the relationship between firm and client.

Michael Fugler, Chairman, EURO Financial Network, Inc.

Mr. Fugler is a global expert and speaker on Entrepreneurship. Delivering education, training, and demonstration workshops on how to go from an idea on a napkin to a stock exchange listing and all the steps in between. He has developed the Business Mastery System for Entrepreneurs, teaching how to find capital around the world. Whether seminars, webinars, panels, speaking engagements, or public appearances Michael gives an overview of the vision and the knowledge which will give you a clearer understanding of how to develop your "Master Plan" using technology and social media in shaping client acquisitions and relationships in this new economy and our changing world, ending with how to develop and present "killer" client presentations that will move clients to action.

Mr. Fugler has been a licensed Attorney for 40 years developing an expertise in international law and finance, international investment and merchant banking. He has also been an Investment Banker for the past 17 years being FINRA registered with Series 7, 24, 63, 79 and 99 licenses and establishing offices and providing extensive consulting and guidance to institutional investors throughout Europe, the USA and Asia. Michael Fugler, "Critical, Creative Thinker," Investment Banker, Attorney at Law, [michaelfugler.com](http://michaelfugler.com)

Board of Directors, ASG Securities, Inc., "Rainmaker," [asgib.com](http://asgib.com)  
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Head of Global Capital Markets, Welcome Life Financial Group, Global Expert in Longevity Markets, Life Settlements, [welcomelife.com](http://welcomelife.com)  
Real Estate Investment Securities Association (REISA), Head of "Creative Thinking" and member REISA Conference Planning Committee, [reisa.org](http://reisa.org)  
Advisory Board, Financial Services Exchange (FSX), Genius Panel Creator, [fsxone.com](http://fsxone.com)  
Chairman Advisory Committee to the Board and Chairman, Past Chairmen's Committee, "Chief Strategist," National Investment Banking Association (NIBA), [nibanet.org](http://nibanet.org)

Amy Mcilwain

Entrepreneur, author, speaker, and worldwide connector.

Amy Mcilwain is recognized internationally for her creative and radical new ways of using social media in the financial services industry. Well aware of social media compliance regulations, Amy has developed proven methods for helping professionals deepen existing relationships, attract new prospects, and build thought leadership within compliance standards. She has been featured on ABC, NBC, CBS, FOX, is the author of the acclaimed book "The Social Advisor: Social Media Secrets of the Financial Industry", and is published in various top publications like The Wall Street Journal and Investment News.

Real Estate Investment Securities Association (REISA), [reisa.org](http://reisa.org)

The Real Estate Investment Securities Association (REISA) is a national trade association serving professionals who offer and distribute all forms of real estate investment securities. Established in 2003, REISA promotes the highest ethical standards to its members as well as provides education and information to the entire real estate securities community.

REISA members include: registered representatives, registered investment advisors (RIAs), broker-dealers, sponsors, qualified intermediaries, lenders, attorneys, CPAs, mortgage brokers, consultants and other affiliated professionals.

Contact:

Michael Fugler  
EURO Financial Network, Inc.  
212.631.7770  
[michaelfugler.com](http://michaelfugler.com)  
[michael@eurofinancialnetwork.com](mailto:michael@eurofinancialnetwork.com)

Real Estate Investment Securities Association  
317-663-4180  
[reisa.org](http://reisa.org)  
[reisa@reisa.org](mailto:reisa@reisa.org)