



## Michael Fugler Reflects on Your Digital World and Social Media Speech, REISA, Las Vegas

Las Vegas, NV, January 20, 2014 -- Michael Fugler reflects on his Your Digital World and Social Media speech at the Real Estate Investment Securities Association's (REISA) Annual Conference and Trade Show in Las Vegas, Nevada, October 2013 as he looks toward the REISA Spring Symposium, March 16, 2014, in San Diego, California.

That October 2013 presentation featured Amy McIlwain and Michael Fugler and was titled:

Your Digital World and Social Media and it focused on:

This is your wake up call and invitation to a presentation that you just do not want to miss! Hello? We now live in a digital world with social media as the primary means of digital communication. Our experts will guide you on the “how to” do what other leaders in our industry are doing, what’s working, what’s not; and real examples of content, actual posts, demonstrations on the importance of content and brand building.

The present is LinkedIn, Facebook, Twitter, You Tube, but the future is visual storytelling- Instagram, Pinterest, Vine: are you ready?

Learn to:

Mine existing content; Create new content, and how to put it in the digital world to build your brand

Prospect efficiently, measure progress, achieving results and streamlining business

What’s in your toolbox? Come see what’s in ours and get ahead of the competition!!

In reflecting Michael Fugler stated, "We have been doing two technology presentations a year for REISA since 2010 trying to stay “leading edge.” It has become mind-boggling how many new technologies are developed within six months between conferences that can be used by Financial Advisors. We are putting the word out for anyone that has new emerging technology we can use for our Spring Symposium to let us know.”

Michael looks forward to speaking at the upcoming REISA Spring Symposium in San Diego, March 16.

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 42 years developing an expertise in international law and finance, international investment and merchant banking. He has also been an Investment Banker for the past 18 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)

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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)

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.

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