

# Social media conference in Sparks

**By Reno Gazette-Journal**

Registration now is open for the Social Media at Reno-Tahoe 2010 conference, or the Sm@rt conference, which is Dec. 8-10 at John Ascuaga's Nugget in Sparks.

The conference will offer innovative, strategic marketing sessions for small businesses, nonprofits and those involved in tourism, gaming and more.

Successful companies and organizations use social media as key marketing tools to generate sales, brand products and services, tighten messages in a tight economy and stand out in a crowd.

More than two dozen regional and national speakers, including top authors, expert practitioners and strategists will present.

Mike Slone will present a best practices case on how Vail Resorts' new product, EpicMix, provides a unique user experience. The product, which will be used at Lake Tahoe's Heavenly, automatically captures and uploads customers' days skied and vertical feet. It allows users to earn EpicMix pins for achievements and connect with their social networks like Facebook and Twitter and share stats, pins and points.

**Read the whole story**