



## Press Release—*For Immediate Release*

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## ISS Announces 2017 Annual Membership Breakfast Feature Presentation *Sponsored by B Ocean Resort, ISS Gold Fort Lauderdale Hospitality Sponsor*

### *Social Media Marketing: Turning Likes into Leads*

**16 October 2017, Fort Lauderdale, FL:** The International Superyacht Society (ISS) is pleased to announce *Social Media Marketing: Turning Likes into Leads* as its featured presentation topic for the Society's Annual Membership Meeting & Breakfast on Tuesday 31 October 2017 from 8:00-10:00 am at B Ocean Resort—ISS Gold Fort Lauderdale Hospitality Sponsor— located at 1140 Seabreeze Boulevard, Fort Lauderdale, Florida.



Diane M. Byrne, perennial moderator of ISS's Membership Meeting Feature Presentation, comments, "Companies have hundreds, if not thousands, of engaged followers on their social media channels. If they're just posting content and not mining the data behind those followers, though, they're missing out on strong sales leads. In fact, a plethora of data is available about followers, what their income is, and more. Better yet, mining data—about them and similarly qualified consumers—does not exhaust budgets. Learn how to leverage the facts and figures to generate leads."

Specifically, the presentation covers:

- Why Facebook and Instagram are the current social media powerhouses for business-to-consumer connections, including UHNWIs
- What tools are available to target the right people, including Location Targeting, Custom Audiences, and Lookalike Audiences, from Facebook, Instagram, and third parties
- Whether to pay social media influencers as part of a marketing strategy
- How to use page insights and ad insights to understand who's responding, and how.

Moderator:

- Diane M. Byrne, editor of MegayachtNews.com and ISS board member

Speakers:

- Jonathan Brownfield, Lift Digital Media CEO
- Patricia Maldonado, Broward SCORE

### **Moderator & Panelist Profiles**

**Diane Byrne, MegayachtNews.com—Moderator:** Diane M. Byrne, one of the best-known and highly respected yachting journalists, established MegayachtNews.com in 2007 as the first, and still the only, website delivering all-original content to American yacht owners, buyers, and their circles of influence. She has been covering megayachts since 1993 and is closely involved with the leading professional organizations in yachting and entrepreneurship:

- A long-time International Superyacht Society (ISS) member, currently on its Board of Directors
- A long-time member of the United States Superyacht Association (USSA)
- A member of the New Jersey Association of Women Business Owners (NJAWBO).



**Jonathan Brownfield, LIFT Digital Media—Speaker:** Jonathan Brownfield is a nationally recognized online influencer and digital strategist. As the CEO of LIFT Digital Media, he helps companies tell their story online in a compelling way and then uses Big Data to get that story in front of the right people. He has built digital strategies for brands such as Walmart, the Florida Panthers NHL Hockey Team, The Breeders' Cup, Debt.com, Bal Harbour Shops, and Broward Health.

Mr. Brownfield studied Marketing at the University of Missouri and Digital Strategy at Harvard Business School. He serves on the Board of Directors for Social Media Club South Florida and is on the advisory councils for both the Broward Sheriff's Office and the Florida Highway Patrol. Based on his expertise in digital marketing, he was ranked as a Top 40 Under 40 in two magazines and has guest lectured at the University of Miami, Florida International University, NOVA Southeastern University and the University of Vienna.



His favorite past times include automotive racing and blogging. For the past three years, automotive manufacturers ship him a new car to test and blog about every Tuesday. The cars range from Alfa Romeo to Rolls Royce. His blogs can be read on BehindTheWheel.com and on OrlandoSentinel.com properties.

**Patricia Maldonado, Broward SCORE—Speaker:** Patricia Maldonado is a former newspaper reporter who made the switch to public relations. Ms. Maldonado worked as a reporter for *The Naples Daily News*, *The Associated Press*, and *The Miami Herald*, where she was a member of the Pulitzer Prize winning team of reporters, editors, and researchers awarded the top prize in journalism for the coverage of local city elections that were eventually overturned.

Ms. Maldonado served as communications director for the Human Services Coalition (now Catalyst Miami), a Miami nonprofit that launched an initiative to promote the Earned Income Tax Credit and free tax preparation to lower-income families in Miami-Dade and Broward counties.

Ms. Maldonado has also taught mass communications at Miami Dade College, most recently in the spring of 2010. She was a member of the WLRN Community Advisory Board and served as chair of the City of Miami Community Relations Board, a volunteer group that works to foster mutual understanding, tolerance, and respect among all economic, social, religious, and ethnic groups in the City of Miami.



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### **About International Superyacht Society**

Our Mission is to Ensure Sustainability & Excellence in the Global Superyachting Industry

ISS was founded in 1989 and represents the large yacht industry. Our mission is delivered by building alliances worldwide with regional and functional associations; to serve as a communications conduit for issues affecting the marketplace, owners, crew and industry members; and to recognise achievement as well as provide educational opportunities and networking events.

The organisation is member driven and reliant on the volunteer work of Board and regular members supported by our marketing and administrative staff. Our funding comes from our members and sponsors which in turn enables the ISS to work on initiatives that benefit the large yacht industry as a whole.

### **About B Ocean Resort**

B Ocean Resort, one of South Florida's most iconic beachside properties, has recently unveiled its all-encompassing renovation. The resort is conveniently located right on the ocean, on the famed coastal highway A1A, just minutes from Fort Lauderdale-Hollywood International Airport, Port Everglades and downtown Las Olas Boulevard. Offering 484 spacious guest rooms and suites including an oceanfront presidential suite with picturesque, panoramic views, guests are treated to two outdoor infinity edge swimming pools, a 24-hour state-of-the-art B Active® Fitness Center, two B Indulged® Spa Suites and over 14,000 sq. ft. of indoor and outdoor meeting space. B Ocean Resort is home to NAKED CRAB and the World-Famous Wreck Bar with weekly live mermaid shows.

For more information, visit: [www.bhotelsandresorts.com](http://www.bhotelsandresorts.com) or contact the resort at [954.564.1000](tel:954.564.1000). Follow @BOceanResort on Instagram and Twitter and @BOceanResortFortLauderdale on Facebook.