

# Business Leaders' Breakfast Series



**Thursday**  
**May 17, 2018**  
7:30 - 9:00 am

**Hilltop Mall**  
**5011 2nd Ave.**  
**Kearney, NE 68847**

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## **STRATEGY + CREATIVITY: DRIVING INTEREST AND TRAFFIC THROUGH DIGITAL MEDIA**

The keynote speaker for the breakfast is Kyle Means, Director of Marketing at UNK. During his presentation, Means will share information about best practices when it comes to posting content that viewers will feel compelled to share organically. Additionally, he will provide insight on paid digital advertising as a tool for connecting to targeted audiences.

The art of social media engagement is creating content that makes people feel something. Through the right combination of strategic planning and creativity, any business can build a positive perception, increase followers, and drive traffic to its website or storefront.

Means spent 13 years working in sports and entertainment with Husker Athletics, the Houston Rockets, and the Tri-City Storm. He will touch on his past experiences and current role with UNK, using examples to illustrate what he's learned about combining strategy and creativity in an effort to be successful.

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