

Mahathir to address maiden Asian bloggers' meet
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Dr Mahathir Mohamad will give his keynote address at the maiden Asian Bloggers and Social Media Conference 2010 on Wednesday.

The former prime minister, a keen blogger himself, will speak on 'Building a Community Around Your Cause by Attracting and Engaging People'.

The two-day conference, themed 'Reflection of the Social Media Revolution', will be held in Berjaya Times Square. It is organised by MyEvents International Group.

The conference is expected to attract 400 local and foreign participants, including top bloggers and social media experts across Asia, to discuss brand online, blogging and the law and social media influence.

The group's chief executive officer, Shahul Hameed Dawood, told a media conference today, the event would be an eye-opener for social media practitioners to gain knowledge, exchange ideas and foster business relationships.

Other speakers include AirAsia Malaysia chief executive officer Tony Fernandes, blogger Ahirudin Attan, Ogilvy Public Relations Worldwide Asia Pacific director Thomas Crampton and Michael Netzley who is 2010 Fellow of the Society for New Communications Research.

- Bernama

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