

Buena Vida Media and Hispanicize Wire To Spearhead a Social Media Track at EXPOLIT 2014



MIAMI, Florida – April 25, 2014 – (HISPANICIZE WIRE) – Buena Vida Media, an international multi-media production company, and Hispanicize Wire, an innovative and economical press release wire service platform, announced today that they will spearhead a Special Social Media Track at EXPOLIT 2014, the most important Hispanic Christian Literature and Music Conference in the US to be held in Miami, Florida from May 1 – 4, 2014 at the Miami Airport Convention Center (MACC). The event brings together the foremost authors, speakers and artists in the Christian arena from across the US and Latin America for a gathering packed with exhibits, workshops, seminars, conferences and concerts over the course of the four day event.

Hispanicize Wire, a multi-media news release distribution service that disseminates news about the booming U.S. Hispanic market through an exclusive social media platform, will join Buena Vida Media as a co-sponsor of the Special Social Media Track during EXPOLIT 2014.

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“Social Media platforms are an important vehicle for connecting with people; these platforms cut across geographic boundaries, socioeconomic systems, and ideological barriers. The individuals and organizations which learn how to share their message most effectively are the ones who capture attention and create change. Buena Vida Media is privileged to partner with Hispanicize Wire and Expolit to provide the international community with a special opportunity to learn from experts with proven track records of reaching, impacting and creating global communities through Social Media,” said Janie Flores, President & CEO of Buena Vida Media.

List of Social Media Workshops & Presenters:

– THE UNLIMITED POWER OF SOCIAL MEDIA: Using Social Media to Increase Global Awareness of Your Brand

Presenter: **Janie Flores**, CEO, Buena Vida Media; Consultant. <http://www.buenavidamedia.com>

Presenter: **Bill Gato**, CEO & Partner, Hispanicize Wire. <http://hispanicizewire.com>

Thursday, May 1, 3:10 p. m. – 4:10 p. m., MACC 217

– SOCIAL MEDIA FOR SOCIAL GOOD: Using the Power of Social Media to Impact the World

Presenter: **Yaniris Felipe**, Hispanic Media Outreach, Ministry of Tourism of the Dominican Republic in Miami, Founder of Latam Social Link, Author. <http://latamsociallink.wordpress.com>

Saturday, May, 3:15 p. m. – 4:15 p. m., MACC 217

– BLOGGING 101: Become a Blogger and Take Control of Your Destiny

Presenter: **Wendy Sayayo**, Founder of Hispanic Marketers; CEO, Miami Fashion Trends Blog with over 11,000 followers. <http://hispanicmarketers.com>

Saturday, May 3 4:30 p. m. – 5:30 p. m., MACC 217

– DEVELOPING 21st CENTURY ORGANIZATIONS: How Does My Organization Use the Explosion in Social Media?

Presenter: **Cesar Cevallos**, Eng.; CEO, Regal Multimedia Group. <http://www.regalmultimedialogroup.com>

Saturday, May 3, 5:45 p. m. – 6:45 p. m., MACC 216

About Buena Vida Media:

International Multi-media Production Company specializing in production and distribution of television content, social media and strategy development based in Miami, FL.

About Hispanicize Wire:

Headquartered in Miami, with a satellite location in Los Angeles, Hispanicize Wire is an innovative and economical press release wire service platform tailored to serve small businesses, brands and marketing agencies.