



## Buena Vida Media, Hispanicize Wire and Diario Las Americas present Social Media University at Expolit 2018 with a lineup of award winning digital experts

*Buena Vida Media, Hispanicize Wire and Diario Las Americas present Social Media University once again at Expolit with a lineup of award winning digital experts August 9 – 12, 2018 at the Miami Airport Convention Center, Miami, FL.*

**\*\*FOR IMMEDIATE RELEASE\*\***

Miami, August 8, 2018--Buena Vida Media, an international multi-media production company, in partnership with Hispanicize Wire and Diario Las Americas present Social Media University at Expolit 2018 with a lineup of award winning digital experts offering eleven workshops. Expolit celebrates its twenty-sixth year as the most important Spanish language Christian literature, music and media conference in the world and takes place from August 9 – 12, 2018 at the Miami Airport Convention Center (MACC), Miami, FL

*"Buena Vida Media is very grateful for the opportunity Expolit gives us to continue our mission of training leaders and entrepreneurs in the use of digital platforms in order to grow their organizations. Hispanicize Wire partners with us once again and for the first time Diario Las Americas joins in to present Social Media University. We strive to bring innovative content to Expolit and for the first time we are presenting the Google Digital Coach as well as the award winning short documentary, Hope Puerto Rico. Our award-winning digital experts provide the most up to date tools and information for the thousands of conference attendees at Expolit. We would also be remiss in not thanking our wonderful partners who faithfully support our mission,"* stated Janie Flores, president, Buena Vida Media.

### List of experts and workshops:

#### Thursday, August 9

Caroline Soto and Kelvin Ortiz: Emprende en pareja  
11:15am – 12:15pm / Salon: MACC 201

#### Friday, August 10

Sandra Felisa: Mercadeo digital: Visualizate  
11:15am – 12:15pm / Salon: MACC 217

Jaime Cardona: Crea campañas digitales interactivas y efectivas / **Special screening of award winning short documentary: Hope Puerto Rico**

2:00pm – 3:00pm / Salon: MACC 219

Vicente Pimienta: Introducción a Google  
3:15pm – 4:15pm / Salon: MACC 219

Andreina Barroso and Bill Gato: Crea campañas digitales para desarrollar tu influencia  
4:30pm – 5:30pm / Salon: MACC 219

Vicente Pimienta Google: coloca tu negocio en linea  
5:45pm – 6:45pm / Salon: MACC 219

#### Saturday, August 11

Janie Flores and Marcela Betancourth: Crece tu alcance digital incorporando podcasting y medios tradicionales  
10:00am – 11:00am / Salon: MACC 217

Caroline Soto: Influye, impacta y monetiza  
11:15am – 12:15pm / Salon: MACC 217

Vicente Pimienta: Mercadeo digital con Google 101  
2:00pm – 3:00pm / Salon: MACC 217

Michelle Posada: Monetiza tu Instagram  
3:15pm – 4:15pm / Salon: MACC 201

**Sunday, August 12**

Domenica Mena: Explotando mi nicho en las redes  
2:30pm – 3:30pm / Salon: MACC 201

**Invitation:** Join Buena Vida Media, Hispanicize Wire y Diario Las Americas in Booth 927 daily at 3:00 p.m. for a Cafecito Break brought to you by our partners: LABA (Latin American Business Association), Groov'n Graphix, Your Family MD, Fancy Rental and Party, Café 4 You Catering, Bazante Realty Group, New York Life, Latina Pro, Blanco de Ibiza, 880AM The Biz

**Registration:** [www.Expolit.com](http://www.Expolit.com)

**About Buena Vida Media:** International multi-media company dedicated to television, radio and podcast production, digital marketing, social media management and project management based in South Florida.

**About Hispanicize Wire**

Miami-based Hispanicize Wire is an innovative and economical multimedia press release distribution platform tailored to serve brands, marketing agencies, small businesses and non-profit organizations. [Hispanicize Wire](#) offers comprehensive national, state and city-specific distributions to U.S. Hispanic/Puerto Rico media, bloggers and influencers. The Latino newswire platform offers clients a wide range of budget-friendly multimedia and social media capabilities and online guaranteed placements that are priced at a fraction of what traditional wire services cost. The Hispanicize Wire platform features a social media optimized, SEO-friendly, beautifully designed and bilingual web site that allows clients to post photos, YouTube videos, PDFs, biographies, presentations, brochures and more. Hispanicize Wire is the only Latino wire service that always includes multimedia posting as a standard feature. Hispanicize Wire is a low cost, flat-rate based service that never charges clients text overage rates.

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