

YVONNEadele

Introduction:

Yvonne Adele's first introduction to technology was the Commodore 64 and she's since been an early adopter and a proud geek. This manifested in a character she invented called **Ms Megabyte** who appeared in the national media advising audiences how to get the most from the technology around them.

Yvonne was quick to embrace Social Media and has an extensive following across the social platforms. She drew the attention of some big brands such as JB Hi-Fi and Fernwood who she consults to about community engagement and social media strategy.

One colleague says: 'If Yvonne was an app, you'd have her on your home screen'!

These days, Yvonne is most at home in her natural habitat, THE CONFERENCE where she brings an extra dimension to any event by ensuring the social media backchannel becomes a communication HUB.

Today she'll share with us some of her secrets to utilising social media to build an army of advocates.