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**Microsoft Dynamics Users
Aim to Gain Richer Networking Experiences
At Annual Conferences This Month**

*By Adding Structure to Twitter and Leveraging Social Media,
User Group Communities Provide New Dimension to Networking*

Sept. 1, 2009 (TAMPA, Fla.) -- When the world's largest gathering of Microsoft Dynamics independent user groups convenes outside Chicago during the week of September 14th, attendees naturally expect to make contacts through formal and informal networking opportunities. But this year, hundreds of users are coming with a new expectation: To establish social networking relationships that transcend the physical conference, and extend the valuable dialogs that flourish at this annual event to social media platforms that will live on.

Using standard Twitter hash tags, Twitter feeds, and a web-based live blog, attendees will be empowered to connect with other users who share common interests. The event organizers have arranged a central hub -- named the Connections Cafe -- where attendees can post their social networking profiles, and meet up with others for more meaningful networking.

"We heard a consistent message while surveying attendees: Leverage the latest in social networking to help connect me with others who share common interests," said Andy Hafer, director of Dynamic Communities, Inc. (DCI). "With this event-based networking program, we are providing a means for a much richer user experience at the conference."

In an effort to further evangelize the benefits of digitally connected users, conference producer DCI retained the services of sRelations (<http://www.sRelations.com>), a social relationship management consultancy, to provide structure and training to Summit and Forum attendees. sRelations will provide an event-based, online clearinghouse to help connect attendees with others at the conferences who share common interests and challenges.

Follow the "Connections Cafe" Conversation

While tailored to meet the needs of those physically attending the annual Microsoft Dynamics user group conferences, anyone in the world will be able to follow and join the lively

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and relevant online conversation. The "Connections Cafe" live blog provides an open, community-driven repository of comments, tips and ideas that attendees can use to get more out of their Dynamics implementations.

To participate in the online conversations, any Twitter user can automatically categorize their relevant comments by including the respective product hash tag (#) in their Twitter updates:

Microsoft Product	Twitter User Group Account	Twitter Hash Tag	Live Blog
Dynamics GP	twitter.com/GPUG	#GPUG	www.gpug.com
Dynamics AX	twitter.com/AXUG	#AXUG	www.axug.com
Dynamics CRM	twitter.com/CRMUG	#CRMUG	www.crmug.com
Dynamics NAV	twitter.com/NAVUG	#NAVUG	www.navug.com

About Dynamic Communities

Founded by Microsoft Dynamics users who recognized the power of an active user group, Dynamic Communities, Inc. (DCI) provides association management and administrative support for the independent user groups of the Microsoft Dynamics line of business system software products. These user groups include AXUG, GPUG, CRMUG and NAVUG. DCI's user groups are recognized by Microsoft as the largest independent groups of their kind. Constituents include more than 10,000 users and companies worldwide.

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