

# Registration Form

All sessions will take place at ABC Computers' lower meeting room. Workshop presenter will be Al Lautenslager.  
 Member Price: \$25 per session or \$75 for all four workshops  
 Non-Member Price: \$35 per session or \$110 for all four workshops

## WORKSHOP 1: TWITTER

MARCH 25 8-9:30AM

Number Attending \_\_\_\_\_

## WORKSHOP 2: FACEBOOK

APRIL 15 8-9:30AM

Number Attending \_\_\_\_\_

## WORKSHOP 3: LINKED IN

APRIL 27TH 8-9:30AM

Number Attending \_\_\_\_\_

## WORKSHOP 4: BLOGGING

MAY 18TH 8-9:30AM

Number Attending \_\_\_\_\_

NAMES OF ATTENDEES:

\_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

BUSINESS NAME:

\_\_\_\_\_

CONTACT NAME:

\_\_\_\_\_

EMAIL ADDRESS:

\_\_\_\_\_

WEBSITE ADDRESS:

\_\_\_\_\_

PLEASE BILL MY BUSINESS:

\$ \_\_\_\_\_

PLEASE CHARGE MY MC/VISA/DISCOVER CARD \$

\$ \_\_\_\_\_

CC #

\_\_\_\_\_


EXPIRATION DATE

\_\_\_\_\_

SIGNATURE


\_\_\_\_\_

Send To: Waupaca Area Chamber of Commerce  
 221 S Main St, Waupaca, WI 54981  
 FAX (715) 258-7868  
 www.WaupacaAreaChamber.com





**Al Lautenslager, Best-selling author of Guerrilla Marketing in 30 Days, speaker, marketing consultant and CEO of Certified Social Media will lead us in these fast-pace, information-filled, dynamic sessions to advance our knowledge in the area of social media marketing and networking. We look forward to giving**

**Mr. Lautenslager a warm Waupaca Welcome!**



Co-Sponsored by

Waupaca Area Chamber of Commerce

221 S Main St.

Waupaca, WI 54981



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 DISCOVERWAUPACA@WAUPACAAREA.CHAMBER.COM

## *Waupaca Area Chamber of Commerce Social Media Workshop Series*

### **TWITTER**

**March 25, 8am-9:30am**

Your Customers, Prospects and Competitors are using Twitter, are you? Twitter is one of the fastest growing media tools on the world wide web. Here's a sneak peek at what you will learn at this workshop:

- Why Twitter is so important today
- How to open a Twitter account
- How to 'dress up' your Twitter account
- How to follow and un-follow people
- How to find people on Twitter
- Who in your local market is using Twitter
- Twitter Etiquette and Best Practices
- Advanced Twitter marketing techniques
- The rules regarding following and followers
- How to find the best Twitter applications to enhance your experience
- Real Life Case studies of Twitter Success



### **FACEBOOK**

**April 15, 8am-9:30am**

Whether you are a beginner or a Facebook "Veteran" this workshop will show you how to use Facebook for your business or organization. It will offer you what you need to connect with customers, prospects, advocates and friends to grow your bottom line.

Facebook will help you:

- Create a Web Presence for Your Business Overnight!
- Get Free Exposure!
- Increase Brand Awareness!
- Develop & Strengthen Relationships!
- Generate Leads & Sales!
- Form Strategic Alliances & Partnerships
- Raise Awareness for Your Cause(s)
- Grow Your Network
- Brand Yourself As An Expert in Your Industry
- Raise Capital
- Give & Receive Help
- Generate Traffic to Your Website
- Attract People Interested in What You Have to Offer

Over 350 million people are on Facebook half of whom are on line every day! And...they are looking for information about products and services all around you. Are you there to meet them?

### **LINKED IN**

**April 27, 8am-9:30am**

Its not what you know, its who you know, even in a Social Media World. In this workshop you will get information to help you learn to:

- How to set up a LinkedIn account
- how to create, update and enhance your profile
- How job hunters can use it to look for a job
- How managers can use it to hire employees
- How sales people can use it to find leads
- How anyone can use it to reconnect with, former work colleagues, college friends, old friends
- How to ask for recommendations from your connections
- How to build and maintain business relationships
- How to increase your professional network
- How to find collaborators and joint venture partners
- How to find products and services



### **BLOGGING**

**May 18, 8am-9:30am**



To Blog or Not to Blog? A blog is a website that functions as a journal or a public diary. At this workshop you will learn some of the following and more:

- Choosing a blogging platform
- Picking a blog theme
- Setting Up A Blog
- Writing your first post(s)
- Managing comments
- What are widgets?
- Finding your blog audience
- Blog etiquette and best practices
- Content strategies
- How blogs can improve your search engine ranking
- How blogs can help you establish yourself as an industry expert

If you want to make an impact online then this workshop is for you. Blogging is not easy but if you have something to say, you can use blogging to make a name for yourself in your niche market.