



Lunch & Learn

PART 1: Wednesday, March 10, 2010 • 11:30 am-1:00 pm

PART 2: Thursday, April 22, 2010 • 11:30 am-1:00 pm

HBA Reischman Auditorium - 799 White Pond Dr.



SOCIAL MEDIA

101 INTRODUCTION - 3/10/10

201 IMPLEMENTATION - 4/22/10

Join Kathy Jiamboi of CreativeEdge Marketing and learn about this latest trend - Social Media & Marketing to expand your business and contacts!

Social Media 101 - Introduction

For those completely unaware of what this phenomenon is, join us to find out why you need to be on Facebook, LinkedIn, Twitter, YouTube and have your own blog.

Social Media 201 - Implementation

For those that have profiles or want to create profiles. We will discuss the mechanics, tips and secrets of Facebook, LinkedIn and Twitter (and YouTube/Blogs, time permitting) and how to effectively use for business or professional purposes. We will demonstrate case studies of those in the building industry. Bring laptop with wireless card so we can review pages and content together.



Registration Prices:

SMC Members: \$12

Non-SMC Members: \$15

Both sessions: members \$20 / non-members \$25

price includes lunch

brought to you by HBA's Sales & Marketing Council Programs Committee



Take Advantage of our PRE-PAY Discounts!

Save \$2 & pre-pay with cash/check OR \$1 with credit card on or before 3/8/10 or 4/19/10

Reservations due by Monday before each class. Uncancelled RSVPs/no-shows billed per policy

Name: _____ Company: _____

Address: _____ City/State/Zip: _____

SMC Member? _____ Check enclosed for \$ _____ or bill credit card below for \$ _____

Session Attending? Session 1: 3/10/10 _____ Session 2: 4/22/10 _____ Both: _____

VISA/MC/DISC #: _____ Exp. Date: _____

Signature: _____ CCV code _____ Billing Zip: _____

PLEASE...RSVP to sharong@akronhba.com / online at www.akronhba.com or fax to (330) 869-5506