



Social Media MASTERCLASS

IT guru – Steve Davis from Patrick Baker & Associates is back to share his knowledge and marketing techniques to raise your business online profile.

This workshop is for anyone who is using social media but wants to understand the marketing possibilities and how to capitalise on them. Everyone will get something out of this session and leave it armed with new ideas and inspiration to help make their small business – BIG!

Course outline

In this training you will learn:

- Advanced tips and tricks of Wordpress
- Advanced Facebook tips for small business
- Advanced blogging for small business
- Advanced twittering for profit
- Youtube video advertising & promotions
- How to track your social media optimisation success

Register now to reach more of your market.....

WHEN: Monday 29th August 2011

WHERE: Naracoorte Town Hall (upstairs meeting room)

TIME: 9:00 am – 4:30 pm

COST: \$65.00 (inc GST) for WiB Members

\$75.00 (inc GST) for non members

Price includes morning tea, lunch, afternoon tea, workbook and

FREE access to four online masterclass community assistance sessions

RSVP: 22nd August 2011

Registrations & Enquiries to:

Nadine DiGiorgio, Event Coordinator
Wedding & Event Management Services

c/- PO Box 903

Naracoorte, SA 5271

Ph: (08) 87696045 Mobile: 0428 832 273

Fax: (08) 8769 6054

Email: nadine@weddingevents.com.au

Presenter



Steve Davis joined specialist marketing, sales and export consulting practice, Patrick Baker and Associates Pty Ltd in 1999 and is now Marketing Director. Steve has a special interest in emerging media and marketing technologies. With a wealth of knowledge and experience in the sales and marketing arena he has sought-after skills in crafting communication strategies and marketing material content. After more than ten years involvement in internet and new media strategy development Steve has been able to apply his sales and marketing skills to the internationally lucrative online auction sector. From managing numerous eBay ventures for clients, to producing and running an incredibly popular series of eBay courses, Steve has become the "go to man" for many businesses wanting to tap into a global marketplace of hundreds of millions of potential customers. He is also a regular commentator on Radio FIVEaa on internet issues and website-related matters.



Steve has presented highly acclaimed seminars and workshops throughout Australia, via face-to-face delivery and through remote learning technology. His two decades of media experience ensure he remains keenly attuned to his audience, and alert to the needs of any participants who might be straggling behind the group. During his time at Patrick Baker and Associates, Steve has worked closely with many small to mediumsized retailers and manufacturers, offering marketing and sales advice, and crafting communications pieces to suit a range of needs from trade shows to mail drops. Steve travels regularly to meet with distributors and trade customers on behalf of clients in key interstate and export markets including Sydney, Melbourne, Singapore, U.S. and U.K./E.U. Steve's broad experience, along with his engaging and entertaining presentation style, guarantees a powerful and informative learning opportunity for all who attend his seminars and workshops.

Supported by the Department of Further Education, Employment, Science and Technology .

And with the assistance of Naracoorte Lucindale Business & Tourism Association Inc.



Government of South Australia
Department of Further Education,
Employment, Science and Technology



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REGISTRATION PAYMENT FORM AND TAX INVOICE

ABN 45 404 926 425

Name:.....
 Business name:
 Postal address:.....
 Town:State:Postcode:.....
 Phone: Mobile: Fax:
 Email:
 Website:.....

I wish to purchase WiB Member tickets @ \$65.00 per person - Sub Total \$ _____
 I wish to purchase Non member tickets @ \$75.00 per person - Sub Total \$ _____
Total \$ _____

Guest names for tickets	Dietary requirements (if applicable)
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WiB&RD strive to use every opportunity possible to promote the organisation. Should your photograph be taken in association with this registration, we require your permission to publish it via any chosen means. We also require your permission to publish any written comments made by you on your Feedback Form.

Please circle your preferences below

I agree / do not agree to using my photo to promote WiB&RD
 I agree / do not agree to using my written comments to promote WiB&RD

PAYMENT OPTION:

- Cheque:** Payable to Women in Business & Regional Development Inc.
- Direct Credit:** Account Name: WiB&RD BSB: 035 612 Account No. 244698
Reference: Your surname & master (if it fits)
- Credit Card:** Card number _ _ _ _ _ _ _ _ _ _ _ _ _ _ _ _

Card expiry date: __ / __ / __ Signature: _____

CANCELLATION POLICY:

Full refunds are only available under certain conditions – please read our Cancellation Policy, available at www.wibrd.org.au
 I have read and agree to the terms and conditions of the Cancellation Policy:

Signature _____ Date ___/___/___

RSVP BY 22ND AUGUST 2011

Please send your completed Registration to:

Nadine DiGiorgio, Event Coordinator
 Wedding & Event Management Services
 c/- PO Box 903, Naracoorte, SA 5271
 Ph: (08) 87696045 Mobile: 0428 832 273 Fax: (08) 8769 6054
 Email: nadine@weddingsevents.com.au

Please retain a copy of this registration form as your tax invoice.