



Scott Skodnek Business Development Center  
and



present a FREE

OPERATION DOWNTOWN SEMINAR  
**DYNAMIC TACTICS FOR DRIVING SALES  
WITH SOCIAL MEDIA**

Wednesday, October 26, 2016 • 8-10 a.m.

Hofstra University Club, David S. Mack Hall, North Campus

**Welcome:**

**Mark J. Lesko**

*Vice President for Economic Development, Hofstra University*

**Steven E. Glass**

*Senior Vice President, Director of Retail Business Development, Flushing Bank*

**Speaker:**

**Mitch Tobol**

**Partner, CGT Marketing, LLC**



Marketing expert Mitch Tobol has assisted hundreds of businesses over the past 30 years to develop and improve their marketing strategies for profitable results. He is a partner at CGT Marketing, LLC, a full-service advertising and digital marketing agency where his highly regarded reputation has flourished. Hundreds of companies on Long Island and nationally have benefited from Mitch's expertise in branding, social media marketing and advertising. He is an instructor in Hofstra's Entrepreneurial Assistance Program and a popular speaker conducting seminars and workshops for the business community.

**Participants will:**

- Learn how companies are using social media tactics to drive sales
- Discover the latest social media features
- Understand how Facebook, Twitter, Instagram and Pinterest are changing to improve results

*A continental breakfast will be served. Seating is limited. Registration is required.*

**RSVP BY FRIDAY, OCTOBER 21, 2016.**

**Please include your name, company, address, phone number and preferred email.**

Phone: **516-463-7214** • Email: **bdc@hofstra.edu**

**SAVE THE DATES:**

**Social Media Workshop Series**

\$99 per workshop/\$249 for full series (three workshops)

Workshops take place at University College Hall, North Campus, 8-10 a.m.

**Tuesday, November 8:**

*Facebook: Use the Latest Features*

**Tuesday, November 15:**

*Retargeting Website Visitors: Learn Tactics to Reach Your Target Market*

**Tuesday, November 29:**

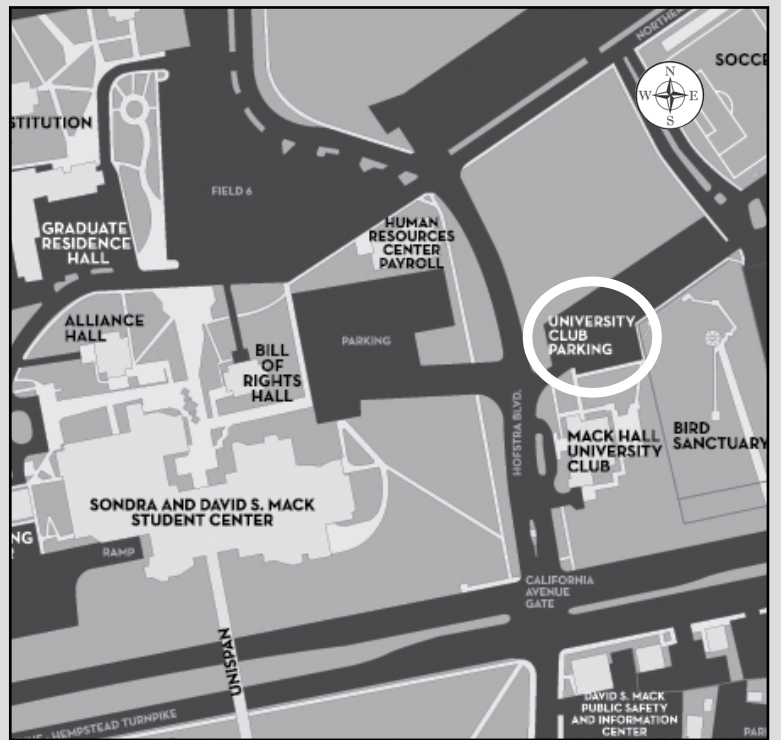
*Twitter: Apply Trending Topics to Increase Sales*

**To register, call 516-463-7214 or email bdc@hofstra.edu.**

## Directions to the Hofstra University Club David S. Mack Hall, North Campus

**From Eastern Long Island:** Northern State Parkway West to Meadowbrook Parkway South (exit 31A), or Southern State Parkway West to Meadowbrook Parkway North (exit 22N). Proceed on Meadowbrook Parkway to exit M4 (Hempstead Turnpike). Follow Hempstead Turnpike (Route 24) west to Hofstra, approximately 1.5 miles. Turn right at traffic light before second pedestrian bridge, entering North Campus. The Hofstra University Club is on your right; at the first stop sign, turn right into parking lot.

**From New York City:** Long Island Expressway East to exit 38, Northern State Parkway, to Meadowbrook Parkway South (exit 31A), or Southern State Parkway East to Meadowbrook Parkway North (exit 22N). Proceed on Meadowbrook Parkway to exit M4 (Hempstead Turnpike). Follow Hempstead Turnpike (Route 24) west to Hofstra, approximately 1.5 miles. Turn right at traffic light before second pedestrian bridge, entering North Campus. The Hofstra University Club is on your right; at the first stop sign, turn right into parking lot.



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**HOFSTRA UNIVERSITY**

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250 HOFSTRA UNIVERSITY  
HEMPSTEAD, NEW YORK 11549-2500

 **HOFSTRA UNIVERSITY**  
Scott Skodnek Business Development Center

**FLUSHING**  
Commercial ■ Business ■ Consumer **Bank**

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