



SCOTT SKODNEK BUSINESS DEVELOPMENT CENTER

SOCIAL MEDIA WORKSHOP SERIES

Instructor - Mitch Tobol

Mitch Tobol, a well-known marketing expert in social and traditional media, will discuss and lead businesses to utilizing the latest tools for marketing. These hands-on and dynamic small group workshops will assist you in building new business channels.

Using the Latest Features for LinkedIn

SIGN ME UP!

Wednesday, April 25, 2012 ~ 8 to 10 a.m.

Participants will learn how to use the newest features to boost sales opportunities, increase marketing strategies, build a solid network and make meaningful connections.

Creating Content that Works for Social Media

SIGN ME UP!

Wednesday, May 2, 2012 ~ 8 to 10 a.m.

Participants will learn about the process of creating content that sells, how to publish and use content and develop content strategy to promote a compelling and engaging outcome.

Fee - \$99 each

Workshops meet in **University College Hall, room 131, north campus**. Directions: Hempstead Turnpike to Oak Street; turn right at the second campus entrance ("Hofstra Boulevard - North Campus"); turn right at the first stop sign - University College Hall is the building on the right.

For more information call 516-463-5850 or email Laura.J.Fetter@hofstra.edu.

REGISTRATION FORM

Seating is limited. To register, please complete this form and fax to 516-463-3907.

Name _____

Company _____

Address _____

Phone _____ Email _____

Credit Card No. **(Visa or MasterCard Only)** _____

Expiration Date _____ 3 Digit Security Code ____ _

Signature _____ Cardholder Name _____

Amount Paid: \$ _____