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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.

**Workshops are Tuesdays from 8 to 10 a.m.:**

November 8, 2016: ***Facebook: Use the Latest Features***  SIGN ME UP!

November 15, 2016: ***Retargeting Website Visitors:  
Learn Tactics to Reach Your Target Market***  SIGN ME UP!

November 29, 2016: ***Twitter: Apply Trending Topics to Increase Sales***  SIGN ME UP!

***Fee-\$99 per workshop; Fee for series of 3: \$249***

Workshops are held in University College Hall, North Campus. Please contact April Jones, Programs Administrator, at 516-463-5850 or email [april.jones@hofstra.edu](mailto:april.jones@hofstra.edu) if you have any questions.

### **REGISTRATION FORM**

**Seating is limited. To register, please complete registration and credit card forms.  
Fax to 516-463-3907 or scan/email to [april.jones@hofstra.edu](mailto:april.jones@hofstra.edu).**

Name \_\_\_\_\_

Company \_\_\_\_\_

Are you the business owner?  Yes  No

How did you hear about the program? \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

**CREDIT CARD PAYMENT FORM**

Credit Card No. **(Visa or MasterCard Only)** \_\_\_\_\_

Expiration Date \_\_\_\_\_

Signature \_\_\_\_\_ Cardholder Name \_\_\_\_\_

Amount Paid: \$\_\_\_\_\_