



**Do you want to effectively engage in social media marketing to build your business?**

**Are you confused by Friends, Fans and Followers?**

**Do you wish someone could just walk you through the process of building all the basic social networking sites?**

**HELP IS HERE! Wednesday, December 2  
HBAGP Office, 1599 North Main in East Peoria**

The HBAGP Social Media Lab consists of two half-day seminars offering the “how to” basics for promoting your business through social networking and blogging. Get started with the right sites and strategy with tips and insight from social media experts from mRELEVANCE. Their sessions offer large and small business owners an opportunity to learn how to effectively use social media to reach existing customers AND build relationships with new ones. You will learn how to engage in the conversation with this exciting form of permission-based marketing!

**Session 1: \$49 per person Wednesday, December 2 — 8:15 am to 11:45 am**  
 8:00 am Registration (*continental breakfast included*)  
 8:15 am to 11:45 am “Social Media Marketing: Engage in On-Line Business Conversation”

**Session 2: \$49 per person Wednesday, December 2—Noon to 4:00 pm**  
 11:45 am Registration (*working lunch included*)  
 Noon to 4:00 pm “Building a Social Media Program from the Ground Up”

**Blogging** - Learn the basics of how to blog on Wordpress. Your blog is the foundation of your social media program. A well-built blog should be one of your Web site’s top 10 referral sources ... and who doesn’t want more web site traffic?

**Facebook** - Learn how to create a Fan Page for your business and discover ways to promote it to your friends and customers. This is an on-line party you don’t want to miss!

**Twitter** - Learn how to create a Twitter account and learn proper twittiquette. Tweeting is like text messaging to the world ... just don’t say anything you don’t want grandma to see!

Laptops are welcome in class ... Free Wi-Fi is available for session attendees!

**BEST DEAL!! Be part of both sessions for just \$79 per person!**



**FAX THIS RESERVATION FORM TO HBAGP AT 309-699-5600 TODAY!**

Or mail your registration form and check to HBAGP, 1599 North Main, East Peoria, IL 61611

Company: \_\_\_\_\_ Your Name: \_\_\_\_\_

**Morning Session Only:** \_\_\_\_\_ # Attendees for Session 1 @ \$49 each = \$ \_\_\_\_\_

**Afternoon Session Only:** \_\_\_\_\_ # Attendees for Session 2 @ \$49 each = \$ \_\_\_\_\_

**BEST DEAL!** \_\_\_\_\_ # Attendees for Both Sessions @ \$79 each = \$ \_\_\_\_\_

**Credit Card payments accepted:** Circle One: VISA MasterCard

Card Number: \_\_\_\_\_ Cardholder Name: \_\_\_\_\_

Exp Date: \_\_\_\_\_ 3 Digit Security Code: \_\_\_\_\_ Signature: \_\_\_\_\_