



Business Vitality &



Website Solutions

What is social media..?

SOCIAL MEDIA has been defined* as "people talking to each other online"

To get more practical, it's the name we use for the tools people are using on the internet to access customers and find new clients

**Social Media for Real Business Returns -
25th February - Two sessions @
2.00pm - 4.30pm or 5:30pm - 8:00pm
Venue - Watson Room @
The Cosmopolitan Club**

Hosts - Russell Holland from ec Websites and The
Gisborne Chamber of Commerce are...

Inviting you to a presentation on how to use
these tools to benefit your business.

Come along to either session and interact with Russell as he runs through some of the most popular social media tools that businesses are using to get real measurable results.

He'll cover some of the specific tools and techniques to find new sales leads, explore new opportunities, reduce costs in your business as well as building your raving fan base of loyal customers.

We'll explore blogs, news feeds, Twitter, Twitter tools and Facebook in depth as well as a couple of not so well known social media tools such as Addthis, LinkedIn and Delicious.

If you want to make sense of a social media world - and want to see how to use it for business benefit come along...!

REGISTER for either session here www.ec2.co.nz/events - Email or Phone Russell info@ec2.co.nz - 867 7660
or

Ann info@gisborne.org.nz - 863 0384

Cost - \$20 per person - Tea/Coffee and Light Snacks provided