

January 9, 2012 8:30am **Get “LinkedIn” to Reach Professionals**

LinkedIn is often considered the “professional” social network. It is built on a résumé -style profile and provides a great platform for growing business connections. Attend this session to learn:

- Why LinkedIn is a great business-to-business sales resource through “3 degrees of separation.”
- How to optimize your profile, utilize groups and build your status as an expert through “Answers.”
- What else LinkedIn can do with a Company Profile and Product/Service listings.

February 13, 2012 8:30am **Make the Most of Your Busiest Season!**

Does your business have a peak season? That time of year when you’re so busy you can’t tell heads from tails? Make it a priority to attend this session – just one hour out of your week. You’ll come away with tips you can apply right now to make the most of your busy season. Boost sales even more in the midst of the bustle, and develop a plan to nurture those customer relationships throughout the year. And even if your business is not “seasonal” – you’ll be sure to pick up some tips to help you market consistently through ebbs and flows.

River Region retailers & restaurants: Don’t miss this one! Great for tourism businesses!

To register, call Linda at 754-9500 ext 10 (Linda@NiagaraRiverRegion.com) or send in this form with your payment to:  
Niagara River Region Chamber of Commerce  
100 North Third Street  
Lewiston, NY 14092

**Yes! I am Attending! \$5 per Seminar or \$25 for all six per person.**

- September 12, 2011 **The ABCs of Marketing Planning**
- October 10, 2011 **Facebook for Business – The Basics**
- November 14, 2011 **Email Marketing Lives!**
- December 12, 2011 **What Did They Say About Me?! - Intro to Online Reputation Management**
- January 9, 2012 **Get “LinkedIn” to Reach Professionals**
- February 13, 2012 **Make the Most of Your Busiest Season!**

Total Enclosed: \_\_\_\_\_

Check Visa Mastercard Discover Amex Card No. \_\_\_\_\_ Exp. \_\_\_\_\_ CVV Code \_\_\_\_\_

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Business Name

Contact

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Address

City

State/ZIP

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Email

Website

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Additional Attendee Names