

Women in Business Breakfast

How Are You Branding Your Purse with SOCIAL MEDIA STRATEGIES

\$15 pre-registration is required. Men are welcome to attend.

Wednesday, May 19, 2010 | 8:30am - 10:30am

Montgomery Advertiser
425 Molton Street
Freedom Room

Register at ywilson@alasu.edu or call 334 229-5116

Info at asbdc.org

The theme of the event is “How Are You Branding Your Purse with Social Media Strategies” and learn Social Media strategies for small businesses - including services like Twitter, Facebook, YouTube and LinkedIn, as well as blogging techniques and how to devise an overall e-mail campaign strategy to help businesses grow.

Attendees will learn:

- Understand the role of social media as a marketing tool
- Use technology to grow and maintain consumer interest
- Must- have online marketing tools
- Tips on how to effectively drive traffic for free
- See how others are using social media

Expert Speakers:

- Victoria Belton, President, American Advertising Federation Montgomery
- Renee Durham, Market Manager, Montgomery Advertiser
- David Allred, Managing Partner, LWT Advertising

Sponsored By: **Small Business Development Center**
College of Business Administration, Alabama State University
Montgomery Advertiser

**Women in Business Breakfast
REGISTRATION FORM**

Three ways to register:

- 1.) Call 334 229-5116
- 2.) Email ywilson@alasu.edu
- 3.) Fax this form to 334 229-4129

Attendee Name _____

Company Name _____

Tel: _____

Email: _____

Address: _____

If you have questions or need further information at this time, please contact Yolanda Wilson at 334 229-5116 or ywilson@alasu.edu.

**Driving Directions to the Montgomery Advertiser
425 Molton Street
Montgomery, AL 36104
334 262-1611**

From Birmingham:

Take I-65 South to Exit #172, Downtown/Clay Street. Make a left turn at the second street, which is Herron Street. Make a left at the first light on to N. Holt St. At the light turn right on to Bell Street. Take Bell St. to Molton St. (2nd traffic light). Turn left onto Molton. The Montgomery Advertiser will be on your left. Turn left into the entrance driveway.

From Mobile:

Take I-65 North to Herron Street Exit. Bear to the right at the traffic light. Take Herron St. towards downtown. At 2nd traffic light, turn left onto Molton Street. The Montgomery Advertiser will be on your left. Turn left into the driveway.

Parking:

Park in the lot to the left of the entrance driveway marked Guest Parking. If that lot is full, park in the lot in front of our production facility (to the right of the entrance driveway). **Do not park in the spaces directly in front of the building.** We need to keep them open for customers.

Thank you.

The Alabama SBDC Network is a partnership program with the U.S. Small Business Administration, funded in part through a cooperative agreement with the U.S. Small Business Administration. Reasonable accommodations for persons with disabilities will be made if requested at least two weeks in advance. Contact Yolanda Wilson, 915 S. Jackson St., Montgomery, AL 36104 or 334 229-5116.