



Social Media Smarts: “Transforming Customers and Employees into Partners”

When: Wednesday, March 10, 2010
8:30 a.m. to 11:00 a.m.
Registration & Snack 8:00 a.m.

Where: Cedar House Sport Hotel
10918 Brockway Road
Truckee, CA
530-582-5655

Chances are that if you are not using social networking, your kids, friends, and more importantly, your clients are. Businesses and people interact with each other daily, sharing photos, telling stories, meeting new people, and building a solid foundation of online connections. They should be connecting with your business! Learn the do's and don'ts from the experts!

How can you use the power of social media networks to generate business referrals, increase revenue and help brand your business? Which Social Networks should you be using? Learn how to define social media, understand tools and practical applications for developing your own social media strategy. Observe a live online exercise which will introduce you to practical applications of social media tools.

Facebook, Twitter, Linked In, You Tube, Yelp, and Google's new "Buzz", to name a few, can also be used to drive deeper employee engagement and to recruit talent. Increasingly they are accessed by your team members to express delight or potential dissatisfaction with your company. What are your concerns? We'll have suggestions.

Learn the basics of ongoing connections with your customers online. Manage your reputation and keep your name positive in every social media channel. There are so many ways to connect and it's easier than you think! Become a champion of these sites and applications to grow your business with the RIGHT social media strategy.

Harness the Power of Social Media With Our Outstanding Speakers:

Rita P. Best Creative Director, Owner and Social Media Evangelist at Synergetics-CSDM in Reno

Colleen Dalton E-Business Marketing Director for Booth Creek Resorts at Northstar at Tahoe

Early Bird and volume discounts apply until March 3, 2010

Registration Fees: Early Bird registration (before March 3rd): \$30 Chamber & SHRA members
\$40 for non members
Last Minute registration (after March 3rd): \$40 Chamber & SHRA members
\$50 for non members

Easy Online Registration at www.sierrahra.com at the Online Store. Seating is limited for this popular event.

No refunds; substitutions welcome.

For more information call Laura Moriarty, SHRA President-Elect 530 573 0224 or write to Laura@tahoetrainingpartners.com.



Co-sponsored by the North Lake Tahoe Chamber of Commerce and the Truckee Donner Chamber of Commerce in partnership with the Sierra Human Resources Association (SHRA) and Tahoe Training Partners.

