

How effective is your electronic marketing?

De-Mystifying Social Media & Website Globalization

Friday, April 28, 2017

This program is suitable for all industry sectors. Advance registration recommended.

Program: 9:00 a.m. – Noon

Location: Fred Rogers Conference Center, Saint Vincent College
300 Fraser Purchase Road, Latrobe, PA 15650

De-Mystifying Social Media

Presented and Co-Sponsored by:

The University of Pittsburgh Institute for Entrepreneurial Excellence

THE INSTITUTE FOR
ENTREPRENEURIAL
EXCELLENCE

THE POWER TO PROSPER™

Learn how to leverage the power of social media. This is an introductory workshop on navigating social media to use as a tool to promote your small business and effectively interact with customers. Best practices and helpful resources will be explored.

Website Globalization

Presented and Co-Sponsored by:

U.S. Commercial Service, Pittsburgh



Your website makes your company global. Is your website aligned with your international business strategy? Website globalization refers to the process companies go through to make their websites more effective at reaching potential international business partners and customers. This presentation will provide:

- Simple, high-impact enhancements you can make to your website today
- Best practices for website translation
- Proactive promotion of your website in the global marketplace

Fee: \$45 per person payable by Visa, MasterCard, Check or Cash

To Register or for Additional Information: Phone: 724-537-4572

or Email: sbdc@stvincent.edu

