

SMALL BUSINESS WEEK

Your dream, your business, your passion!



October 17th - 21st

SMALL BUSINESS WEEK

SMARTPHONE TUTORIALS

Venue: Community Room, People's Place, Main Street, Antigonish
Registration: \$10 (Lunch to be provided)

Beginner BlackBerry:
Monday, October 17th 11:30AM - 1:30PM

Advanced BlackBerry:
Tuesday, October 18th 11:30AM - 1:30PM

Tutorials facilitated by: **BellAliant**

Beginner iPhone:
Thursday, October 20th 11:30AM - 1:30PM

Advanced iPhone:
Friday, October 21st 11:30AM - 1:30PM

Tutorials facilitated by: **HIGHLAND CELLULAR** and **TELUS**

SOCIAL MEDIA DAY - Oct 19th

Venue: Antigonish Career Resource Center, James Street, Antigonish
Registration: \$30 (Lunch to be provided)

9am to 11am	Opening Session Joint presentation covering the basics of social media, its uses and impact. Presenters: Denise Davies of Eckova (www.eckova.ca) Crispin Cornect of Simply Ducky (www.simplyducky.ca)	
11:10am to Noon	Blogging - The Basics The basic principles of blogging - everything from writing captivating posts to layout, scheduling and consistency. Presenter: Denise Davies	Google Places The benefits of Google Places, how to use this free service, and how to get the most out of it including business reviews. Presenter: Crispin Cornect
1pm to 1:50pm	Facebook - The Basics Everything you need to get your business started with Facebook - from initial setup to picking the right category. Presenter: Denise Davies	Blogging - Advanced The technical side of blogging. Where to setup a free blog, effective use of keywords, monetizing your blog. Presenter: Crispin Cornect
2pm to 2:50pm	Facebook - Advanced Tips Building your customer base using Facebook - how to engage your customers, promotions, scheduling updates and more! Presenter: Denise Davies	Promoting Your Business Online Promotional tools such as QR codes, Google Adwords, Link Exchanges, contests and incentives. Presenter: Crispin Cornect
3pm to 3:50pm	LinkedIn What LinkedIn is, how it works, who it is for and how you and your company can get the most out of it. Presenter: Denise Davies	Twitter What is a tweet? How to tweet effectively, when to tweet and most importantly - what not to tweet. Presenter: Crispin Cornect

October 17th - 21st 2011

Visit www.xedc.ca/sbw2011 for a complete schedule and registration information



Where ideas take root.