



HEATH - NEWARK - LICKING COUNTY

**PORT AUTHORITY**

# 2010 WEBINAR SERIES

The Port Authority, for the fourth year now, is hosting economic development webinars as part of its economic development leadership initiative. Community leaders involved in economic development are invited to take part in these valuable sessions at no cost. All webinars are conducted using the latest in technology, including the Port Authority's SmartBoard system.

Location: Port Authority Office, 851 Irving Wick Drive West, Heath

## Social Media Bootcamp

Tuning Into The Conversation, Gaining The Competitive Advantage

Presented by Vistage International, David Nelson – Speaker  
Friday, February 5, 2010, 2 p.m.— 3 p.m.

Social media is changing the way companies interact with customers, prospects, partners and employees. These new tools allow us to move beyond our corporate monologues (ads, newsletters, brochures, email blasts) into dialogues. Social media facilitates conversation, accelerating learning on both sides. Conversations build trust. Trust is the foundation for sales.

In this webinar, you'll learn how to use Google Alerts, Twitter, LinkedIn and blogs in ways that are specific to your business and location to gain a competitive advantage.

This 60-minute webinar is presented by Vistage International for a CEO audience. The speaker, David Nelson, is President of Dialog Consulting Group, a boutique consulting firm that specializes in helping companies develop strategies to enhance the conversations with their most important internal and external customers using innovative social networking, social media, and internet communication tools.

No need to RSVP. Have a question? Ask.

Call or e-mail Rick Platt at 740-788-5500 ext. 235 or [rplatt@hnlcpa.com](mailto:rplatt@hnlcpa.com).