



# Social Media Workshop

*Social Media Can Be Your Rolodex*



A very unique Social Media Workshop designed specifically for the Promotional Products Industry

Dana believes that “Social Media can be your Rolodex” and relays that message in this very informative and entertaining workshop. The workshop will cover the proper use of posts, photos, videos and links on Facebook, LinkedIn, and YouTube.

You will leave with a thorough understanding of how to turn Social Media relationships into SALES. You will also gain an understanding of how powerful Social Media is in building and maintaining long-term customer relations.



Dana R Zezzo, Vice President of Sales at Pro Towels Etc, has been in the promotional products industry for over 18 years. He is a past president of TRASA, Three Rivers Advertising Specialty Association, and currently serves on both the PPAI National Leadership Conference Advisory Committee and ASI's Stitches Editorial Advisory Board and was recently name on Stitches 2010 Top 20 List.

Please start your day with us!

Thursday, August 12, 2010

8:30 am - 10:30 am

DePaul Campus—Rm 232

2550 West Golf Rd, Rolling Meadows

-CAS 1.5 pts-

Members: No charge, Non Members: \$10

A Continental Breakfast is included

**Register Today! Space is limited...be sure to register early!**

Open to Distributors, Suppliers and Multiline Reps (end users may not attend)

Not a member? Contact the PPAChicago office to register

**Company:** \_\_\_\_\_

**Phone:** \_\_\_\_\_ **Email:** \_\_\_\_\_

**Name(s):** \_\_\_\_\_

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**Please list your top three questions that you would like answered about Social Media and Your Business:**

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