



Why Social Media

RSVP Now for this informative seminar
 November 12, 2009 8:30am -12:00pm
 (Best Western Dry Creek Inn -Krug Event Center)

HARDY WALLACE will be our featured speaker

Wallace, an accredited sommelier, musician and blogger, was chosen out of 2,000 applicants to promote and raise awareness of Murphy-Goode winery using social media sites such as Twitter and Facebook.

- ⇒ **Why Social Media...15 minute intro**
- ⇒ **General Outline Of Each - 1 hour**
 - * FaceBook * Twitter * Linkedin * RSS feeds * Blog * Video
- ⇒ **Rules & Guidelines...15 minutes per topic**
 - * Where to start * General Dos and Don'ts for each * How to capitalize on each

BREAK 15 minutes

Shana Ray - Social Media Strategist/Consultant -Breath(e) Media - 15 min.

- How Shana promotes Sonoma County, wineries, restaurants etc via social media
- How YOU can connect with Shana

Keri Hanson - PR & Marketing Manager, Sonoma County Tourism - 15 min.

- How the Tourism Bureau uses Social Media
- What has worked for them, how they gauge success of a program

Matthew Ashcraft - Internet Professional - 15 min.

- If you are lost/dazed/confused - Matthew can help you get started

- ⇒ **What Else...30 minutes**
 - Q & A

Reserve with a credit card. Seminar is FREE, there will be a \$25 fee for no shows.
Please fax back to reserve your seat: 707-433-4374

Winery or Lodging _____ Phone _____

Name of those attending _____, _____

_____, _____.

CC. # ____/____/____ Exp ____/____ Code ____



Reps from **win** will be on hand after seminar.
The Wine Industry Network is an internet based Business-to-Business market-place specifically designed to better connect wine industry buyers with the right suppliers.... every time!