



Grand Rapids Branch
4540 E. Paris Ave. SE, Suite H
Grand Rapids, MI 49512
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LAUNCHING A SOCIAL MEDIA STRATEGY FOR YOUR COMPANY

Thursday, December 1, 2011

OPEN HOUSE

- FREE open house following the seminar
- Complimentary food and beverages



Thursday, December 1, 2011
Crowne Plaza Hotel, Grand Rapids, Mich.

HOLIDAY OPENHOUSE AND SEMINAR

Seminar Speaker



ANDRÉ SAVOIE

LAUNCHING A SOCIAL MEDIA STRATEGY FOR YOUR PRACTICE

3:00 p.m. - 6:00 p.m. / Three Credits

KEY TOPICS: Certified Internet Consultant André Savoie presents a beginner's guide to social media for your practice. Learn about social media tools, resources and best practices, including:

- Reasons why your business needs a social media presence
- Developing a social media policy
- Social media do's and don'ts
- Choosing the right portals for the dental industry
- Key performance indicators and metrics
- Monitoring your online reputation
- Secrets to successful blogging
- Leveraging Facebook, YouTube, Twitter and LinkedIn

YOUR PRESENTER: ANDRÉ SAVOIE

André Savoie is a WSI Certified Internet Consultant in the New Orleans area. He earned an MBA degree from Loyola University and has more than 15 years of experience working directly with businesses in sales, marketing and consulting. He teaches social media and sales training courses for his clients, helping businesses embrace the Internet and the unique challenges and opportunities it presents. Mr. Savoie is an active blogger and regular panelist on the WSI Talk Show. He lives in Mandeville, Louisiana.

Open House

6:00 p.m. - 8:00 p.m.

Join us for a FREE open house following the seminar. Manufacturing partners will be on hand to display the latest dental products.

Complimentary food and beverages.

Agenda

Date: Thursday, December 1, 2011

Time: 2:30 p.m. - 3:00 p.m. **Registration**

3:00 p.m. - 6:00 p.m. **André Savoie**

Launching a Social Media Strategy for Your Practice

6:00 p.m. - 8:00 p.m. **Open House**

Place: Crowne Plaza Hotel

5700 28th St. SE

Grand Rapids, MI 49546

Registration

Yes, I will be attending the seminar

Yes, I will be attending the Open House

To register by phone, call Elaine at 1.800.728.9808.

To register by mail, send this registration card to

Patterson Dental • Grand Rapids Branch • 4540 E. Paris Ave. SE, Suite H

Grand Rapids, MI 49512 • 616.698.2029

Name (please print)

Address

City

State

ZIP

Phone

Attendees:

Seminar Fees:

Patterson Advantage®

Doctors.....\$75

Staff.....\$40

Non-Patterson Advantage®

Doctors.....\$90

Staff.....\$50

Method of Payment:

Check Attached

MasterCard

Patterson Account

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