



REGISTER NOW!

**February 24, 2010
Wednesday**

**Business Meeting
at Arno's in NYC**

Get Social and Grow Your Business
How Social Media Marketing Can Improve Sales and Service

Facebook, LinkedIn, Plaxo, Twitter and Blogging

Using the tools are the keys to building better web experience, attracting prospects and engaging them as part of the sales and service process. These tools also offer powerful listening devices - what are your customers and employees saying? What are your competitors doing? What are your prospects talking about? Get on board, get connected and grow your business!

Join us for an evening where digital marketing is demystified!

*Discover how these tools can positively impact not only your website search engine rankings but also help you connect with people that you would have not had the opportunity to meet and engage.

*Discover tools, tips and tricks to manage your time across multiple networks.

*Learn which social networks are right for your company.

*Find out why and how having a company policy about employee activity on social networks is so important.

*Learn how to set up listening stations to keep an eye and ear open to manage your brand, reputation and learn about your prospects and clients.

*Walk away with a workbook and tools you can implement right away.

This educational segment is sponsored by NYSMCA's Education Chair: Larry Zogby, RDS Delivery Service.



Watch a video from
[MCAA Oct. 2009](#)

Read the latest
news on Notes from the
Hive [blog](#)

Mardy Sitzer is a Certified Inbound Marketing Professional and President of Bumblebee Design & Marketing.

She has been a top rated speaker at the MCAA ERS convention for the past two years, and conducts workshops and private training and campaigns along with web design and marketing.

Register NOW!

Cost: \$55.00 for members, \$65 for non-members

Please call Bill Goodman at 516-883-1583 or send an email to mrcourier@aol.com

Who should attend:

Members, owners and vendors of the NYSMCA.org as well as managers, HR, Finance, Sales and Service...
Involve your team - the more they know, the more they can add value to your company!

Agenda:

5:00 - 5:30 pm
Cocktails and Networking
5:30 - 6:00 pm
Association Updates
6:00 - 7:30
Speaker:
Mardy Sitzer

Location:

Arno's Restaurant
141 West 38th Street
NY, NY 10018

Located Between
Broadway & 7th Ave