

PRESENTED BY:



Bob Cargill

Bob Cargill -- who was named the New England Direct Marketing Association's "Direct Marketer of the Year" for 2009 -- is a copywriter, creative director and social media marketer who helps brands (commercial and non-profit) to strategize, develop and implement successful new marketing programs.

Bob is known for his expertise as a direct marketing practitioner as well as his evangelism on behalf of blogs and other social media communications tools. Having labored in the marketing trenches since 1983, his work has been recognized with more than 40 awards, including Gold from the New England Direct Marketing Association for his blog, A New Marketing Commentator, and Silver for Best Copywriting. Bob has presented many times at industry events and has been published or quoted on the subjects of copywriting, direct marketing, blogging and social media in numerous media outlets. He is a Past President of the New England Direct Marketing Association and a graduate of the MetroWest Leadership Academy. You are invited to follow Bob on Twitter at <http://www.twitter.com/cargillcreative> and become a fan of his page on Facebook at <http://www.facebook.com/cargillcreative>.

League of NH Craftsmen
205 North Main Street
Concord, NH 03301



Members' Educational Series Seminar

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Social Media Marketing and Communications

Presented By:

Bob Cargill

Copywriter, Creative Director and
Social Media Marketer at Cargill Creative

Presented by:
League of NH Craftsmen

Wednesday, March 10, 2010

Snow Date:

Thursday, March 11, 2010

Held at:
Concord Litho
92 Old Turnpike Road
Concord, NH



Members' Educational Series Seminar

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Social Media Marketing and Communications

By now not only has everyone heard of social media, they know just how rapidly it's becoming a mainstream method of communications. But who has the time? And even if you do have the time, do you really understand how to navigate your way around the blogosphere, Twitter, Facebook and other such social media platforms? You will if you attend this workshop.

During the course of the day, Bob Cargill will demonstrate how to leverage some of today's most popular social media channels for marketing and general communications purposes. You'll learn what the benefits are for those who understand how to harness the power of this exciting, new way of sharing and connecting with others. You'll see why transparency, authenticity and an open, honest dialogue – as opposed to a top-down, one-way, interruptive monologue – is so important to the success of any social media activity. And you'll have the opportunity to set up both a Facebook Fan Page for business and your own Twitter account, learning each and every step you need to take in order to position yourself as a knowledge leader and community builder.

Don't miss this opportunity.

Wednesday, March 10, 2010
Snow Date:
Thursday, March 11, 2010

Held at:
Concord Litho
92 Old Turnpike Road, Concord, NH

Program:

- Registration** **9:30 AM**
- Presentation** **10:00 AM - 12:00 PM**
- Lunch** **12:00 PM - 12:30 PM**
Please bring a bag lunch
- Setup Your Facebook & Twitter Accounts** **12:30 PM - 3:00 PM**

Seminar Fees:

LNHC members **\$25**
Non-members **\$35**

Please register by March 5, 2010

Space is limited to 20 people

We encourage you to bring your own laptop

Directions to Concord Litho

FROM I-93 SOUTH: Take Exit 13 – US-3 S / Manchester Street, Turn Left off Ramp, just over bridge, Turn Left at Old Turnpike Road, and follow to 92 Old Turnpike Road.

FROM I-93 NORTH: Take Exit 13 – US-3 S / Manchester Street, Turn Left off Ramp, just over bridge, Turn Left at Old Turnpike Road, and follow to 92 Old Turnpike Road.

Registration

Name(s): _____

Address: _____

Phone:Day: _____

Eve: _____

Email: _____

Add Email to receive confirmation

_____ members @ \$25: \$ _____

_____ non-members @ \$35: \$ _____

Total \$ _____

Payment

Check payable to LNHC amount: \$ _____

I authorize \$ _____ charge to

MasterCard Visa American Express

Card# _____

Expiration: _____

Signature: _____

Please return to:

League of NH Craftsmen
205 North Main Street
Concord, NH 03301

Deadline: March 5, 2010

Questions: Please call the League at 603.224.3375 or contact Catherine Green at cgreen@nhcrafts.org