



Demystifying Social Media I

Welcome To The New Marketing

Tuesday, April 27, 2010

9:30 a.m. to 12:30 p.m.

The Workshop

Rebecca Coleman and Simon Ogden are pleased to present their immensely popular workshop: Demystifying Social Media.

Marketing our work has changed. We can no longer rely upon purchasing advertising or looking for editorial coverage in traditional forms of media like newspapers, radio, or TV. Using social media to reach our audiences is becoming more and more important. But when it comes to reaching your audience through social media, you can't use traditional methods of marketing. The game is entirely changed.

This workshop will cover the basics of social media marketing, how it differs from traditional forms of marketing, how to join a social media network, and the etiquette of the community.

Note: An advanced workshop (*Demystifying Social Media II*) will follow in the afternoon. Separate registration required.

Facilitators:

Simon Ogden is a produced playwright and the managing director of Lyric Stage Project (LSP), an outgrowth of Lyric School of Acting. He is also the marketer and publicist for LSP, and promotes the theatre industry through his online theatre magazine *The Next Stage*.

Rebecca Coleman has been a freelance theatre publicist since 2001. An actor, writer and producer, she has become increasingly interested in using social media to market the arts, and writes about the subject frequently on her blog, *The Art of the Business*. Rebecca is the author of *The Guide to Getting Started With Social Media for Artists and Arts Organizations*, which will be available for purchase for \$19.95 at the workshop.

Cost:

\$50 (+GST) for Alliance members, \$75 (+GST) for non-members

Registration:

Advance registration and pre-payment are required for all Alliance workshops. We accept cash, VISA, MC, or cheque. Call our office at 604.681.3535 with a credit card number or drop by our office to register and make payment in person.

Cancellation:

We reserve the right to cancel workshops if registration is too low.

The Reviews:

"I enjoyed the little tips and insider secrets they provided"

"Both presenters were very knowledgeable, relaxed, respectful and focused.



ALLIANCE FOR ARTS AND CULTURE

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