



## Creating a Buzz on the Internet!

### What You Need to Know About Maximizing Your Web Presence

Monday, December 10th, 9:00 a.m. - 1:30 p.m.

at Montgomery Park

2701 NW Vaughn Avenue, Portland 97210

Sponsored by Oregon Partnership

Only \$175, Including Lunch. Register Now!

Parking is Free!



The Internet is a great medium for fundraising, outreach, public awareness and two way communication with those interested in your cause. Any business not on the Internet today is missing out; but, just having a website for your organization is not enough! The way people are using the Internet has changed, and your organization needs to change if you want to become cutting edge.

Find out what Web 2.0 is, how it applies to you and how you can use it to maximize your organization's impact. This workshop is designed for those with minimal technical experience. If you have ever done research online, used the internet, or written an email you can benefit from this workshop!

#### The workshop will cover:

- How to discover what people are really searching for
- How to get your site in front of the widest audience possible
- How to capture new contacts for your organization
- How to use the Internet and your website to generate revenue
- How to get your news into the most read news channels in the world
- How to write press releases for distribution online
- What is social networking, and how it can benefit your organization
- Facebook - It's not just for college kids - find out how your organization can use it and why
- Blogs - the single best communication tool you can add this year
- Learn the seven rules of writing successful blogs

Workshop by David Westbrook, a search engine optimization professional with 17 years of experience working in nonprofits. He will use real world case studies in this workshop and will give direct feedback to participants about their current internet efforts.

#### BRING YOUR LAPTOP

To register, email Danny Slifman at [dslifman@orpartnership.org](mailto:dslifman@orpartnership.org) or call 503-244-5211.