



## **MEDIA ALERT**

For Immediate Release

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## **'WWW' NOW HAS A NEW MEANING: 'WEBSITE WEEKEND WARRIORS' Media Gurus Tatiana EL-Khoury and Natalie Gouche' Offer Hands-on Intense Weekend Workshop**

(Los Angeles, CA) Wars are won by winning one battle at a time. The "**Website Weekend Warriors**" (WWW) workshop will equip the business owner and professional with the know-how they need to instantly 'win' the battle to increase their online presence. WWW will be held over two days; Saturday, August 13, 2011 from 9:00 a.m. to 3:00 p.m. and Sunday, August 14, 2011 from 9:00 a.m. to 4:00 p.m. at the Hacienda Hotel, 525 N. Sepulveda Blvd. El Segundo, California 90245 adjacent to the Los Angeles International Airport (LAX). Media moguls **Tatiana EL-Khoury** and **Natalie Gouche** are the brains behind the workshop and co-presenters. EL-Khoury describes their motive behind the intensive workshop idea, "With so many online tools and amazing free/open-source software platforms, we realized there was a gap in what the average business owner knows about the ease of publishing and creating a website." In regard to the two day format Gouche' adds, "We decided that we needed to give people some time to digest the info, sleep on it and come back the next day ready to rock and finish their websites."

About Website Weekend Warrior (WWW): WWW is a hands-on, small class-size workshop designed to teach attendees about the ease of creating a word-press website, how to generate website content, website construction, managing updates, traffic and lead generation, monitoring success, social media, and how to create an action plan to maintain website updates. EL-Khoury explains the advantages, "This event is different because we are focusing on empowering and educating the attendees. Not only will they walk away with a professional website, but they will have the toolset to keep their website content fresh, engaging, and optimized for sales." The weekend schedule details: **Friday, August 12<sup>th</sup>** WWW Mixer from 6:00 p.m. to 9:00 p.m.; **Saturday, August 13<sup>th</sup>** registration 9:00 a.m. – 10:00 a.m., workshop 10:00 a.m. – 3:00 p.m.; **Sunday, August 14<sup>th</sup>** workshop 9:00 a.m. – 4:00 p.m. The cost for the weekend is \$450.00 early bird and \$599.00 after August 6th. Registration information is available at [www.facebook.com/WebsiteWeekendWarriors](http://www.facebook.com/WebsiteWeekendWarriors).

About the presenters: The WWW workshop presenters are media moguls with a wide-range of experience: **Tatiana EL-Khoury** is the Creative Director and owner of The Creative Force Group based in Los Angeles, California. Her impressive list of clients covers a wide range from celebrities and artists, to small businesses and corporations. She specializes in creating a synergistic force between each of the client's online profiles to help them establish a strong creative and visual identity and ensure technical dominance. She is also a social media application developer. **Natalie Gouche**, also known as the 'Mogul Mom' is a social media trainer and speaker also based in Los Angeles, California. Her expertise is in social media and marketing. She presently serves as Social Media Consultant to Goldstone Entertainment, LLC and Jolt Business Development.

For more information visit the Facebook page, [www.facebook.com/websiteweekendwarriors](http://www.facebook.com/websiteweekendwarriors) or the website at [www.WebsiteWeekendWarriors.com](http://www.WebsiteWeekendWarriors.com) or to contact by e-mail [info@WebsiteWeekendWarriors.com](mailto:info@WebsiteWeekendWarriors.com). For media inquiries please contact April Rushing at Rushing Media by telephone 310.987.7318 or by e-mail [April@RushingMedia.com](mailto:April@RushingMedia.com)

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