



Business Retention + Expansion Program

BRANTFORD ECONOMIC DEVELOPMENT & TOURISM

Keys to E-Business Launch State of the Web Internet Marketing 101

Can your business or organization benefit by learning cutting edge web strategies that will result in a noticeable increase in inquiries, sales, and repeat visits?

Keys to E-Business is a Customer Relationship Management and Internet Enhancement workshop, custom-designed for owners and managers of small businesses and organizations wanting to become involved or enhance their online presence. Todd Lucier of TourismClicks.com will facilitate this workshop.

- Identify who your key customers are
- Features of a compelling web site to attract and maintain those key customers
- How search engines work, identifying and understanding your keywords
- Growing your business on-line beyond your own web siteand so much more!

Join over 1,000 owner/operators and agencies that have attended this workshop in Ontario and elsewhere and rave about its impact and usefulness. Learn about current trends and opportunities, tools and resources to enhance your web site marketing efforts!

Date: Thursday, January 31st, 2008

Time: 8:30 a.m. Registration, Coffee and Networking 9:00 a.m. start to 4:00 p.m.

Location: Brantford Golf & Country Club, 60 Ava Road, Brantford, ON. N3T 5R7 Free parking is available.

Cost: \$50 (includes GST) per person. Includes lunch.

All course materials including a copy of the Handbook and Toolkit are included.

To Register:

Name: _____

Address: _____

Organization Name: _____

Telephone: _____

Fax: _____

Email: _____

Website: _____

Method of Payment:

- Cash
- Cheque (made payable to Tourism Brantford)
- Visa/Mastercard
Card No. & Expiry: _____
- Debit (available at the Brantford Visitor & Tourism Centre)

Deadline for registration and payments due by Friday, January 25th, 2008.

Please email your completed registration to:
estypa@brantford.ca or fax 519-751-2617 Attn: Ela Stypa,
Tourism Marketing & Services Assistant, Tourism Brantford



For more information please contact: Tourism Brantford: 519.751.9900 or the Business Resource Centre: 519.756.4269