



AWC Continuing Education presents a new workshop series

Facilitator is Alan Pruitt, an experienced presenter about social media and open-source technology for small business owners.



Twitter Basics

Friday, October 16, 2009 10:00am-11:30am

- Learn what Twitter is
- How to setup a Twitter account (real time/hands-on in the computer lab)
- Why it's a useful tool
- Creating followers

It is described as a micro blogging service but its popularity lies in its social networking abilities - allowing you to create a network with a group of people based on your interests, location, target market - whatever common purpose you desire.

Twitter For Business

Friday, October 30, 2009 10:00am-11:30am

So what does Twitter do for businesses?

- Twitter is a communication platform that helps businesses stay connected to their customers.
- You can use it to quickly share information with people interested in your company
- Gather real-time market intelligence and feedback
- Build relationships with customers, partners and other people who care about your company.
- Find out why and how to use Twitter for your business



Business Week on Why Twitter Matters

"The key question today isn't what's dumb on Twitter, but instead how a service with bite-size messages topping out at 140 characters can be smart, useful, maybe even necessary."

Registration Form (fax, mail, email) Twitter Basics 9/16/09 \$14.95 _____ Twitter for Business 9/30/09 \$14.95 _____

Name _____

Address _____

Phone _____ Email _____ Fax _____

Credit Card ____/____/____/____ Exp ____ V Code (last three digits back of card) _____

Signature _____

Make checks or money orders out to *Arizona Western College* (no cash please)
 1351 S Redondo Center Drive -Yuma AZ 85365 -Phone: (928) 317-6186 -Fax: (928) 317-6183 Carmen.madero@azwestern.edu

Cancellations: You may cancel your registration up to 48 hrs prior to the workshop. Participants who fail to attend without notice are not entitled to a refund. Substitutions are accepted.

