



## Nanaimo workshop: Social Media + Online Marketing for Heritage Tourism Operators

On Wednesday, February 1, 2012 come to the beautiful Nanaimo Museum and join us for the second of three regional "Online Marketing" workshops aimed at giving heritage tourism operators the best in online strategies to increase visitors to their attractions. This workshop series is offered by the BC Museums Association and the Heritage Tourism Alliance of BC as part of the "Time Travel BC Project" funded in part by Canadian Heritage.

Registration is limited and on a "first come" basis.

**To register**, contact HTA at: [info@timetravelbc.com](mailto:info@timetravelbc.com) OR download the registration form from the BCMA website at: <http://www.museumsassn.bc.ca/>

### Where & When

**Where:** Nanaimo Museum - Program Room  
(100 Museum Way at Commercial Street, Nanaimo, BC)

**When:** Wednesday, February 1, 2012

**Time:** **Part 1** Morning Session 9:30 - 11:00 am  
**Part 2** Afternoon Session 1:00 - 3:30 pm

**Cost:** No Charge.

### Workshop focus

After participating in these workshops you will:

- Understand the different online marketing channels including social media
- Understand which online opportunities can be most effective for your operation
- Be able to interpret your web stats in an actionable manner
- Have created a high-level online marketing plan for your operation

This one-day event will have two 90-minute sections. You must attend the morning to participate in the afternoon:

**Part 1:** Morning presentation by [Rob Cooper](#), marketing professional and founder of [PlusROI Online Marketing](#)

**Part 2:** Afternoon workshop facilitated by Rob Cooper where small groups brainstorm and identify practical web-marketing strategies for each participant (This is a day-long event).

## Workshop Details

### Web Site Optimization:

*Make sure your web site gets visitors to take action*

### Practical Social Media Strategies:

*Simple steps to gain Social traction and deepen visitor engagement*

### Web Analytics:

*Learn simple steps to understand key online indicators*

### Search Engine Optimization:

*How to optimize your site to ensure potential visitors can find you*

### QR Codes and Mobile Strategies:

*Take advantage of mobile trends now and in the future.*

### Online Advertising Case Studies:

*Study practical, affordable and effective strategies for advertising online*

### Follow-up webinar in February

This workshop will be supported by a follow up Webinar in February presented by HTA.

To register, contact HTA at: [info@timetravelbc.com](mailto:info@timetravelbc.com)

We look forward to seeing you in Nanaimo!

This workshop is being offered with generous support from:

