



Quesnel workshop: Social Media + Online Marketing for Heritage Tourism Operators

Happy New Year, everyone! As part of our goal to provide heritage tourism operators with the most up-to-date tools to connect with visitors online cheaply and effectively, we will hold the third of three Online Marketing & Social Media Workshops, this time in Quesnel, BC.

On Friday, February 3, 2012, JOIN US at the City of Quesnel Council Chambers. 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 (Canada Interactive Fund).

Registration is limited to 16 participants on a "first come" basis.

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

Where & When

Where: City of Quesnel – Council Chambers
(410 Kinchant Street, Quesnel, BC)

When: Friday, February 3, 2012

Time: **Part 1** Morning Session 9:30 - 11:30 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 2012 presented by BCMA & the HTA.

To register, contact the HTA at: info@timetravelbc.com

Or download the Registrations Form at: www.museumsassn.bc.ca

We look forward to seeing you in Quesnel!

This workshop is being offered with generous support from:



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