

British Columbia Museums Association

SINCE 1957

#201, 645 Fort Street
Victoria, BC V8W 1G2

Tel: 250-356-5700

Fax: 250-387-1251

Email:

bcma@MuseumsAssn.bc.ca

Website:

www.MuseumsAssn.bc.ca

How To Register:

CALL BCMA at:
250-356-5700

--- OR ---

FAX to:
250-387-1251

Or MAIL to:
BC Museums Assn.
"Marketing" Workshop
#201, 645 Fort Street,
Victoria, BC V8W 1G2

Registration

Deadline (rec'd by):

**5:00pm, Tuesday,
January 24, 2012**

Sponsored by:

HERITAGE TOURISM
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BRITISH COLUMBIA

Canada

Tourism
Vancouver
Island

NANAIMO MUSEUM

BCMA's Regional Workshop Series

Online Marketing for Heritage Tourism Operators

Wednesday February 1, 2012

Nanaimo Museum & Conference Centre, Nanaimo, BC

Another in BC Museums Association's continuing Regional Workshop Series

*Presented in partnership with the Tourism Vancouver Island, Nanaimo Museum,
the Heritage Tourism Alliance of BC & Canadian Heritage (Canada Interactive Fund)*

VENUE: Nanaimo Museum & Conference Centre
100 Museum, Nanaimo, BC
'Program Room'

DATE: Wednesday February 1, 2012

TIME: 9:30 – 11:30 am & 1:00 - 3:30 pm (all day)

REGISTRATION FEES: (Includes 4+ hours of instruction & breaks for full day,
Same venue as KRT Conference on Nov 3, 2011)

BCMA Members: \$ N/C *

Non-Members: \$ N/C *

** (If they haven't already, Participants are requested to take the free
Market Readiness Survey at www.TimeTravelBC.com and register for free with HTA)*

--- **MAXIMUM 16 PARTICIPANTS ONLY!** ---

Limited spaces so please confirm your attendance

WORKSHOP DESCRIPTION

Our marketing specialist will assist attraction managers in exploiting many leading edge online marketing tools and techniques, helping them drive traffic to their website and to their door. This workshop is offered as part of a province wide project that provides visitors to BC with virtual access to hundreds of heritage and tourism attractions located throughout British Columbia via TimeTravelBC.com.

LEARNING OUTCOMES - Upon completion, participants will be able to

- 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

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 & deepen visitor engagement

Web Analytics: Learn simple steps to understand key online indicators

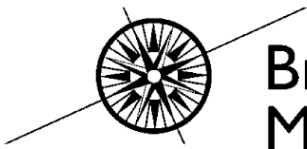
Search Engine Optimization: How to optimize your site to ensure potential visitors can find you

QR Codes and Mobile Strategies: Take advantage of mobile trends now and in the future.

Online Advertising Case Studies: Study practical, affordable & effective strategies for advertising online

PRESENTER: **Rob Cooper**, marketing professional and founder of **PlusROI Online Marketing**

For Accommodation Details & Workshop updates: info@timetravelbc.com



**British Columbia
Museums Association**
SINCE 1957

Online Marketing for Heritage Tourism Operators

Wednesday February 1, 2012

--- at ---

Nanaimo Museum Conference Centre

100 Museum, Nanaimo, BC
'Program Room'

9:30 am – 3:30 pm *(all day)*

REGISTRANT INFORMATION: *(Please complete a separate form for each registrant)*

NAME: _____

INSTITUTION: _____

ADDRESS: _____

CITY / PROV: _____ POSTAL CODE: _____

TEL: _____ FAX: _____ EMAIL: _____

Yes, please ADD me to the BCMA-L listserv (FREE!)

REGISTRATION FEE: *(Includes 4+ hours of instruction & Refreshment Breaks - This is an all day session.)*

BCMA Members: \$N/C

BCMA Member GO Card #: _____

Expiry Date: ___ / ___ (MM / YY)

Non-Members: \$N/C *

* (Please take the Market Readiness Survey
at www.timetravelbc.com)

TOTAL FEE PAYABLE: \$N/C

Please **MAIL** or FAX Registration Form to arrive **no later than Tuesday, November 1, 2011** to:

X _____
Signature Date

Please **FAX** this Registration Form
to BCMA - FAX: **250-387-1251**

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"Online Marketing" Workshop
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