

# Marketing and Social Media for Today's Consumer

*Presented by Peter Blake, NEFA Executive Vice President*

*Sponsored by HCLDA and NEFA*



## *Attend this workshop and learn:*

- Three steps to developing a marketing plan
- How to use Social Media effectively
- 10 Things you can do right now to increase sales
- Effective ways to Communicate with your customers
- How to use the tools available to you
- The tips and techniques of Facebook, Twitter, Groupon, Texting, and Web navigation

## When

Thursday, February 16, 2012  
Dinner will begin at 6:30  
Seminar will begin at 7:30

## Where

Sans Souci Restaurant  
2003 North Broad Street  
Berlin Tnpk, Meriden, CT  
203-639-1777

## Registration

Members of HCDLA & NEFA: \$30  
Members of Only 1 association: \$50  
Non-members: \$75  
(includes HCDLA Membership  
(Dinner Included))

## How to Register:

By Mail:

NEFA  
P.O. Box 920  
Pelham, NH 03076

or

HCDLA -- Al Reiner  
C/O Mayflower Laundry  
266 Prospect Ave  
Hartford, CT 06106

By Phone:

NEFA: 800-442-6848  
HCLDA: 860-523-5243

By email:

peteblke@aol.com

## Registration Form

Owners Name: \_\_\_\_\_

Name of Plant: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Telephone: \_\_\_\_\_ E:mail: \_\_\_\_\_

Additional Attendees: \_\_\_\_\_

Please Bill my Credit Card:

Card Number: \_\_\_\_\_ Exp: \_\_\_\_\_

Validation Code: \_\_\_\_\_ Signature: \_\_\_\_\_