

IMM WORKSHOP

Metropolitan Washington DC area

January 29th, 2010

Time: 9am-2pm (Lunch Provided)

TriVision Studios
3856 Dulles South Court
Chantilly, Virginia 20151



INTERNET MARKETING & MEDIA WORKSHOP

Marketing Your Business Online with Internet Media

Branding | Internet Media | SEO | Analytics

- Brand your company, its assets, products, people and services on the Internet
- Create and distribute Internet-based content with new media channels and audio/video technologies
- Optimize your online content and digital assets for both search engines and users
- Monitor and analyze your online traffic, presence and reputation



Workshop participants will learn both strategy and practical, hands-on techniques to establish, market and maintain a successful business presence on the Internet, attracting and converting customers through use of websites, social media, online video and other Internet media and marketing channels. Real world case studies will be reviewed with plenty of Q/A opportunities, along with in-person reviews and analysis of examples provided by attendees.

Expert techniques and best practices will be provided for designing, producing and distributing online video for business marketing.

Special guest: *Melanie Alwick, Washington DC Fox5 News Anchor/Journalist.*

All registrants will be provided a professional summary of their website's Internet visibility from an SEO perspective.

Workshop Leaders:

Kelly McLaughlan – CEO, KME Internet Marketing

Sulaiman Lufti – Marketing Director, TriVision Studios

Ted McLaughlan – KME Internet Marketing (Advisory Board)

Melanie Alwick – Washington DC FOX5 News Anchor/Journalist

Workshop Produced by:

KME

INTERNET MARKETING
703.585.3321

Workshop Hosted by:



TRIVISION STUDIOS

3856 DULLES SOUTH CT. | CHANTILLY, VA 20151
TEL: 703.440.4000 x 600 | FAX: 703.440.4002

KMEinternetmarketing.com

trivision.tv

