



**BSIA™**

**Registration Form**

Building Supply Industry Association

**Social Media Seminar**

March 18<sup>th</sup>, 2021 9:30am – 4:00pm

BSIA Office, #2 – 19299 94<sup>th</sup> Ave.

Surrey, BC V4N 4E6

**Small Class & Online Through Zoom**

**Social Media Seminar...Increase your visibility**

**Seminar offered by MYBC Consulting**

**Course outline:** Learn how to make a social media profile for your business on the following sites: LinkedIn, Instagram, Facebook and Twitter. You will come away with the understanding of each social media platform to gain information on the uniqueness of each. The key principle is to leverage new followers, connections and Valuable information about your clients and how to turn this knowledge into leads.

**What you will learn:**



**Linked In.....**The modern day “White Pages” to your business. Do you know how to represent your profession and your business in the global world? You’ll come away learning how to connect with people in reality.



**Instagram...**The modern day “Reporter” for your business. How do you send out to the world what you are doing by pictures, word stories and videos? You will come away in CHARGE of your visual story to been seen by others to create their perception, remember a picture is worth 1,000 words.



**Facebook...**The modern day “Yellow Pages” for your business. How do you build trusted relationships? How do you show gratitude for closed business or a referral? After this session you will understand when others take “time” (the most valuable item we all have only second to data) to post about your business and how to convert this into a new customer.



**Twitter...** The modern day “Newspaper Headline or Alert” about your business. Do you need to drive traffic to any of the above social media sites or to your website/blog? This social media site is your FIRST line of action...others globally use Twitter to communicate quick, insightful, intentional and attention-grabbing posts connecting their business.

**Please bring to course either Laptop and Phone or Tablet/iPad and Phone**

**Cost: \$149 + GST Member \$180 + GST Non-Member, Bring Own Lunch**

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

Attendee(s) Name and Email: \_\_\_\_\_

Payment: Please bill me (BSIA members only) \_\_\_\_\_ Cheque Enclosed \_\_\_\_\_

Visa \_\_\_\_\_ M/C \_\_\_\_\_ Card # \_\_\_\_\_ Exp: \_\_\_\_\_

Signature: \_\_\_\_\_

GST # R122605546

Please return registration form with payment enclosed or fax/email back to:  
#2 – 19299 94<sup>th</sup> Ave Surrey, BC V4N 4E6 Phone: 604-513-2205 Fax: 604-513-2206  
Email: [info@bsiabc.ca](mailto:info@bsiabc.ca) www.bsiabc.ca