

Professional Development Session

Master Facebook Bootcamp

Tuesday, March 10, 2015, 1 p.m. – 4 p.m., 3 CE Credits

RAHB office, McCullough Room

Instructor: **Amy Chagan**, Director of Technology and Technology Training Specialist at Forbes College

**** THIS IS A "HANDS-ON" SEMINAR – PLEASE BRING YOUR LAPTOP OR TABLET WITH INTERNET ACCESS, AND HAVE A FACEBOOK ACCOUNT SET UP ALREADY ****

This hands-on, interactive course is designed to take you from an advanced user to a master on the world's leading social network so you can use Facebook as a sales and marketing tool into everyday business activities.

Topics covered:

- Mistakes commonly made on Facebook
- Connecting and building an influential network
- Facebook navigation and best practices
- Steps to showcasing listings on Facebook
- Best and worst times to post on Facebook
- Facebook etiquette
- Ways to solicit and get more Facebook likes
- Leveraging business pages on Facebook
- The power of Facebook events (open houses)
- Resources that will keep you engaged eternally
- Facebook profile optimization

Professional Certification:

All participants will receive a personalized, stamped and signed "Master Facebook Certificate" upon completion by the course instructor.

Value Added Resources

In addition to the resources posted within each course FCOT will make available to all participants the following:

1. **Multiple Giveaways:** Free apps and other course content
2. **Discounts on Apps & Tools:** Exclusive discounts to certain apps and tools
3. **Online Magazine:** Free access to its online magazine "REALTORS[®] Digital Delights" <http://flip.it/GcngE> which is updated daily with new and relevant content.

HOW DO I REGISTER

Complete the form and return to *Angela*, by email at angelam@rahb.ca or by fax to **905.529.4349 Attention: Angela**. For more information, contact *Angela*, Education/Professional Standards Coordinator at 905.529.8101 x233.

Please register me for the above course!

(Please Print)

Name: _____ Office: _____

Address: _____ City/Province: _____

Postal Code: _____ T: _____ F: _____

Home Board/Association _____ RECO Registration _____

Member: \$99* Early Bird¹ **\$138*** Regular Price **Non-Member: \$198*** Early Bird¹ **\$276*** Regular Price

Payment Method:

Bill my RAHB Account Payment attached VISA Master Card

Card#: _____ CV#: _____ Expiry: _____

(last 3 digit number on back of card)

Signature: _____

¹Must register prior to March 4 for Early Bird price * plus HST

Limited seating – sign up today!!