

Internet Networking: Making tips from the Board Room work in the Chat Room



Join Amper, Politziner & Mattia and the Small Business Development Center at TCNJ to learn how to brand yourself online. This presentation is geared specifically toward small business owners.

Enjoy an interactive session with an expert in this arena. The session will provide an overview of:

- Carving out your niche online
- Social media for business
- Building your online networks
- Tactics to get value from your efforts

Presenter:

Roland Reinhart has developed and executed scores of direct marketing programs for major brands in numerous industries for over 20 years. His company, Reinhart Marketing Group, works with non-profit organizations and businesses to attract customers and increase marketing effectiveness.

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Date:
Thursday, February 18, 2010

Registration/Breakfast
7:30 AM - 8:00 AM

Presentation
8:00 AM - 9:30 AM

Networking
9:30 AM - 10:00 AM

Location:
The College of NJ
Loser Hall
2000 Pennington Ave. (Rt. 31)
Ewing, NJ 08628

CPE: 1.5 credits
Specialized Knowledge & Applications

Cost: \$10 (non-refundable donation to SBDC - TCNJ, not related to CPE)
Includes breakfast

RSVP by 2/17/10

To register electronically:
[click here](#)

Phone Registration or for more information:
Lorraine Allen
The College of New Jersey
Small Business Development Center
609-771-2947
sbdc@tcnj.edu

"Seeing Beyond the Numbers..."
www.amper.com

Learning Objective: Attendees will gain an understanding of the different types of social media available and how to use them most effectively for their businesses.

What Attendees will be Able to do Upon Completion: Research social media outlets, determine an effective strategy in using social media and creating a niche and beginning execution of their strategy.

Who Should Attend: Business owners, CEO's

Advance Preparation: None; **Prerequisite:** None; **Level of Knowledge:** Basic; **Delivery Method:** Group Live

Amper, Politziner & Mattia, LLP will grant 1.5 CPE credit in Specialized Knowledge and Application for your attendance to this program.



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