

The Buzz on Social Media



Facebook, Twitter, LinkedIn - these are just a few of the biggest social media sites in the world today. Millions of people across the globe log on to the world wide web and interact on these sites every day...millions of people who can be YOUR potential customers. Social media can be a powerful promotional and marketing tool for your business. So how do you use it effectively?



Ed Charles, founder of Tomato Media will join us for an insightful discussion into the world of social media and how to effectively implement it into today's busy hospitality industry.



Tomato Media was founded by Ed in 2004 to publish magazines and websites. In 2005 he started a blog, Tomato, which has now become one of the top 10 food blogs in Australia, and one of the best read in Melbourne. It also has over 5000 Twitter followers.



Ed now guides organisations through the process of website specification, the social media minefield, and helps develop practical plans that work in this unruly world where the crowd can be unpredictable.



Ed will discuss what people want from a website and how to easily and efficiently spread that content across various social media platforms along with some tools to encourage people to visit your venue.



EVENT DETAILS

Price includes a 3 course lunch with beer, wine and soft drink.

Where: Nobu Restaurant
Crown Entertainment Complex
8 Whiteman St
Southbank VIC 3006

When: Monday 10 October 2011

Time: 12.00pm - 3.00pm

Price: \$40.00 per person

RSVP: Wednesday 5th October

Contact: Pip De Marco - 1300 722 878
pipd@restaurantcater.asn.au



REGISTRATION FORM

Attendee 1: _____ Attendee 2: _____

Attendee 3: _____ Attendee 4: _____

Business Name: _____

Address: _____

Phone: _____ Fax: _____

Email: _____

Total Payment: \$ _____ Visa MasterCard AMEX Diners Card

Cardholder Name: _____

Card Number: _____ Expiry Date: _____ / _____

Signature: _____

PLEASE FILL OUT THE REGISTRATION FORM AND RETURN BY FAX TO 03 9654 5286

FOR MORE INFORMATION, PLEASE CONTACT PIP ON 1300 722 878