

September 11, 2012 / For Immediate Release

## **Business webinar series back for second season**

AIRDRIE, ALBERTA – Back by popular demand, Airdrie Economic Development kicks off their second season of Build Your Business Skills Webinar series on Sept. 19 by running The Power of E-newsletters and Social Media Marketing webinar from 1:30 – 3 p.m. at City Hall.

The webinar series, which began last year as a pilot program initiated by the City of Airdrie and The Business Link, gives Airdrie businesses the opportunity to participate in The Business Link’s learning sessions free of charge at City Hall.

“We see this as a great opportunity to offer businesses local learning opportunities,” says Sara Chamberlain, Economic Development Officer with Airdrie Economic Development. “The Business Link offers high-quality sessions with knowledgeable presenters on a variety of relevant topics. The best part is businesses don’t have to travel out of the city to build their skills.”

This year’s webinar topics range from Starting a Business to Setting up a Facebook Page for Business to How to Secure Contracts.

Last year, Airdrie hosted 21 of The Business Link’s webinars at City Hall with 129 participants. Feedback from participants showed more than 75% felt the information acquired at the session would help them achieve business results.

While businesspeople also have the option to participate in The Business Link’s webinars alone at their home or office for a small fee, Chamberlain says there is a real advantage to the group webinars: “It gives businesses the chance to get out and meet other business owners and share ideas. Plus we chose to offer the webinars free of charge as one of the value-added services our department provides.”

Registration is required for all webinars. Visit [www.airdrienow.ca](http://www.airdrienow.ca) for more information and to register or call 403.948.8844.

-30-

### **Media Contact:**

Sara Chamberlain  
Economic Development Officer  
City of Airdrie  
403.948.8844  
[sara.chamberlain@airdrie.ca](mailto:sara.chamberlain@airdrie.ca)

# News Release



## Build Your Business Skills Webinar Series Fall 2012 Schedule

The Power of E-Newsletters and Social Media Marketing  
September 19, 1:30 – 3 p.m.

Start Your Business!  
October 15, 1 – 4 p.m.

Setting up a Facebook Page for Business  
October 25, 12 – 1 p.m.

How to Create a Twitter Profile and Get Tweeting  
November 1, 12 – 1 p.m.

How Do You Know You're Making Any Money?  
November 14, 2 – 3 p.m.

How to Secure Contracts as an Independent Contractor  
November 20, 9 - 11:30 a.m.

Introduction to Drafting and Using Contracts  
November 28, 2 – 3 p.m.

Marketing for the New Millennium: More than Social Media  
December 6, 6:30 – 8 p.m.

Registration is required for all session. For complete seminar descriptions and registration information, visit [www.airdrienow.ca](http://www.airdrienow.ca).

