

On **WEDNESDAY [December 5th, 2018](#)** come join us for
**Our Annual Members Meeting,
Dinner and to hear our Guest Speaker:
Sheree Baron**

Presenting

SOCIAL MEDIA FOR BUSINESS

Twitter - Facebook - Instagram - LinkedIn - Website – Blog

“Improve customer engagement and social media optimization.”

*****Registration deadline*** Friday November 30th , 2018**

Presentation Summary:

SOCIAL MEDIA FOR BUSINESS

Social media is an integral part of your business strategy. In this session we review the social media applications of several organizations and business professionals; we will identify the good, the bad, and the effective.

The benefit of participating in this session is that attendees will gain a better understanding of how to evaluate the effectiveness of social media for their organizations and for themselves as business professionals.

Social media has developed a forward motion making it essential that companies and business professionals not only participate in multiple social media platforms, but continuously evaluate the effectiveness of their social media strategy and be willing to make adjustments quickly.

Through our interactive discussion we will identify tips for developing or expanding your social media branding; identify various platforms and their relevance to a number of business sectors. The goal is to explore ways to better utilize the social media vehicle to better understand and meet the needs and expectations of your customers.

Speaker Biography: Sheree Baron

The founder and principal consultant of PRO-Edge Coaching, Sheree Baron is a business marketing and communication coach with international experience working with corporations and business professionals in Canada and the Caribbean.

Ms. Baron assists organizations and business professionals to utilize various social media platforms to enhance customer engagement and improve corporate and professional branding.

With a passion for helping clients to improve their social media and online presence, Ms. Baron provides coaching for business executives, facilitates workshops, group retreats, and leads project management teams.

When

Wednesday, December 5th, 2018
From 6:30 pm to 9:00pm

COST:

\$20.00- Apics Peel Chapter Members
\$30.00- Apics Non Members

Where

Hilton Garden Inn 100 TRADERS BLVD. Mississauga, Ontario L4Z 2H7

To register for this please click on the link below-

<http://www.apicspeel.ca/events/>