



Your Invitation to a Webinar – No Cost

Organizations like yours are using services like Facebook, Twitter, and YouTube strategically to promote policies and bring about change. Examples include campaigns to promote healthy living, community and economic development, disaster preparedness and much more. Are you interested in developing or expanding your agency's capacity to use social media in an effective way?

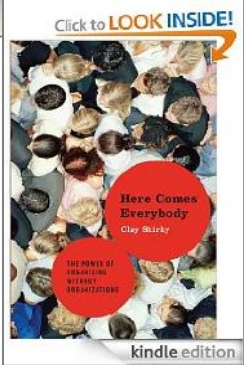
Rural Development Institute (RDI), in association with the **Centre of Excellence for Public Sector Marketing (CEPSM)**, invite Manitoba public sector agencies and NGOs to participate in an exploratory online webinar to determine the following:

- Current knowledge of social media and social marketing for influencing public opinion and behaviour
- Interest in related non-credit, certificate programs
- Training delivery preference

This online webinar will be moderated by Dr. Bill Ashton of RDI with a presentation by Mike Kujawski and Joanna Chan of CEPSM on how organizations leverage social media to help engage with their audiences while achieving strategic goals and results. We'll hear from you too with a brief poll.

Which 1.5 hour live webinar fits your schedule?

- **Morning - Thursday, January 26 (9:30-11:00am CST)**
- **Afternoon - Thursday, January 26 (1:30-3:00pm CST)**



For participating you will receive an e-copy of *Strategic Social Media Engagement for Public Sector and Non-profit Organizations*. You will be eligible to win a [Kindle e-reader](#) with gift certificate for the Clay Shirky e-book, [Here Comes Everybody](#).

RSVP required by January 20, 2012. Please contact Bev Lischka at rdi@brandonu.ca or 204-571-8515. Once registered your workshop material and details for accessing the web meeting will be sent to you. If interested but this date does not work for you please contact us - we still want to hear from you.

RDI is very pleased to invite you to participate in this information session - your input is needed. We look forward to hearing from you.



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For a quick overview go to http://www.adobe.com/go/connectpro_overview

