Web 2.0: The Second Internet Generation

Business owners and staff—get ahead of the business curve! The web is more important than ever, with exciting new applications and sites popping up with surprising regularity. Discover what Web 2.0 is and how and why successful businesses are using it to market their business.

Who Should Attend:

- Business owners who want to use their website to its fullest capacity
- Anyone who does online marketing
- Professionals who want to reach customers in new, exciting ways
- Anyone who is curious about Web 2.0

Benefits:

- Use the internet and web technologies more effectively
- Enhance online activities
- Extend awareness of your brand into new markets
- Give your business the edge over your competition

Course Content:

- Learn about Web 2.0 technologies, such as RSS feeds, blogs, podcasts
- Learn how businesses use these technologies in their marketing
- Find out how to stay ahead of the competition
- Discover ways to provide richer user experiences through the web

Instructor Background:

Joe E. Furtado is the owner of a top internet franchising company with over 1500 offices worldwide. He holds an MBA from Cal State Stanislaus.
Class Schedule:

Day/Date: Wednesday, March 12
Time: 6:00 pm – 9:00 pm
Location: Gavilan College, Room BU111
Price: $79 plus $20 material fee paid directly to the instructor on the day of class
Registration: Go to our website www.gavilan.edu/conted, click on Professional Development Institute, then on Management Development to find your class and follow the links. You may also email conted@gavilan.edu, or call 408-847-2514, Ext 2 or 3 for assistance.

Other Workshops:

Beginning Excel
Intermediate Excel
eBay Basics
Supervision Series
Drive Business to Your Website TODAY

Leadership Overview
Communicating Like a Leader
Building Teams
Success with Difficult People

For more information on these workshops visit: www.gavilan.edu/conted

Gavilan College Contract Education Registration

Student Name: ____________________________________________
Address: ________________________________________________
City: ______ Zip: ______
Phone: (_____) _______ Cell: (_____) _______ Email: __________
Company Name: ____________________________
Address: ________________________________________________
City: ______ Zip: ______
Class Title: ________________________________________________
Start Date: ______ Fee: $______

Payment Options: □ Cash (exact change) _______ □ Check Check # _______
Visa / MC# _______ - _______ - _______ Exp: _______ Cardholder Name: ____________________________

Cancellation Policy: You must notify us 3 business days before the first class meeting in writing to cancel or transfer. If you cancel your registration, you will receive a credit voucher, good for 2 years, for the amount of the class.

Gavilan College Contract Education, 5055 Santa Teresa Blvd., Gilroy, CA 95020
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