

Center City Proprietors Association

Invites you to

INTERNET MARKETING IN AN EVOLVING MARKETPLACE

*an extended workshop based on the highly successful
Internet Marketing: What are My Options?*

Thursday, February 28, 2008

8:00 AM to 12 Noon

The Radisson Plaza – Warwick Hotel

1701 Locust Street

Every day, the constantly changing Internet offers new proof of the old saying, "How you got here is not how you will go forward." Just as the online world continues to evolve, the way you position your small business online must constantly move forward. Invest in a special half-day workshop with Internet marketing expert and principal in Dinkum Interactive, **Rick Simmons** as we examine the function – and future – of the following tools of the trade:

- Search Engine Optimization (SEO), Pay-Per-Click (PPC), and beyond
- Blogging
- Online Video
- Mobile
- Online social networking

After Rick's sold-out Fall workshop led many to request an extended follow-up, we are pleased to have him back for more! With over 20 years of experience in advertising and marketing, and over 8 years working with the Internet, Rick brings an ideal combination of talents to the technology firm. For the past 4 years, he has merged his marketing expertise with his Internet knowledge through his work with search engine optimization and numerous other Internet Marketing strategies. All of these talents helped him turn EDU Internet Strategies into one of the leading online marketing companies in the United States and now on his own is doing the same with Dinkum Interactive.

This event is \$75 for CCPA members and cosponsors' members (\$100 for non-members) and includes a light breakfast. Space is limited. Reservations and pre-payment are required. Cancellations must be made 48 hours in advance. No-shows will be billed.

This event is co-sponsored by

The KB Experience, Boost Networking, and SMEI - Sales and Marketing Executives International

RSVP to CCPA: 215.545.7766

Fax to: 215.545.3634

Total # of attendees: _____ **Total enclosed: \$** _____ (\$75 members, \$100 non-members)

Check Enclosed Visa MasterCard American Express

Name(s): _____

Company: _____

Phone: _____

Credit Card #: _____

Exp. date: _____

Billing Address: _____

City: _____

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Zip Code: _____

Signature: _____

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