

Monday, February 15, 2010

Learn how to use the Web to reach new customers; new workshops start March 20

The Internet offers an inexpensive way for companies to reach new customers and better serve existing ones. Learning how to harness the power the Web offers isn't difficult, but small and medium-sized business owners faced with the challenge of running their daily operations often don't have the time to delve into this amazing resource.

A new series of **workshops on e-business and diversification** can help. The workshops focus on how a variety of inexpensive Web-enabled technologies can serve business goals and help businesses reach new customers, better serve existing customers and search for new markets.

The workshops are:

- Saturday, March 20, 9 a.m. - 4 p.m. -- Anatomy of Business Web Site
- Saturday, March 27, 9 a.m. - 4 p.m. -- Introduction to Content Management Systems
- Saturday, April 17, 9 a.m. - 4 p.m. -- Doing Business on the Web
- Saturday, April 24, 9 a.m. - Noon -- Introduction to Social Media

For a full description of the workshops in the series and registration information, visit <http://www.oakland.edu/sbaebusinessseries>.

The series was developed by Oakland University's School of Business Administration and the Troy Chamber of Commerce.

"Small and medium-sized enterprises are an important part of the regional economy," says Lori Crose, director, operations and development, continuing education programs. "It may be that these are the organizations that will lead us to better times. The workshops in this series will focus on how technology can serve business goals."

Small companies can do business on the Web without breaking the bank.

"Everything I cover is cheap. Cheap is good," says Kieran Mathieson, associate professor of information systems at OU's SBA, who leads several workshops.

Participants will learn through Mathieson's personable style and quirky humor which has helped OU business students and professionals learn how information technology can serve business goals.

Other sessions will be led by Leonardo Debiaggi, a Web and new media expert who has developed new media and Web sites for multiple Fortune 500 companies, mid-sized small businesses and non-profits.

SUMMARY

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