



BC Floor Covering Association
Social Media Seminar
 Oct 28th, 2020 9:30am – 4:00pm
 BCFCA Office, #2 – 19299 94th Ave.
 Surrey, BC V4N 4E6

Registration Form – In Person (Social Distanced)

Social Media Seminar...Increase your visibility

Seminar offered by MYBC Consulting

Course outline: Learn how to make a social media profile for your business on the following sites: LinkedIn, Instagram, Facebook and Twitter. You will come away with the understanding of each social media platform to gain information on the uniqueness of each. The key principle is to leverage new followers, connections and Valuable information about your clients and how to turn this knowledge into leads.

What you will learn: 1 per 6ft table, Small Class, Additional Sanitation & Hygiene Protocols



Linked In.....The modern day “White Pages” to your business. Do you know how to represent your profession and your business in the global world? You’ll come away learning how to connect with people in reality.



Instagram...The modern day “Reporter” for your business. How do you send out to the world what you are doing by pictures, word stories and videos? You will come away in CHARGE of your visual story to been seen by others to create their perception, remember a picture is worth 1,000 words.



Facebook...The modern day “Yellow Pages” for your business. How do you build trusted relationships? How do you a show gratitude for closed business or a referral? After this session you will understand when others take “time” (the most valuable item we all have only second to data) to post about your business and how to convert this into a new customer.



Twitter... The modern day “Newspaper Headline or Alert” about your business. Do you need to drive traffic to any of the above social media sites or to your website/blog? This social media site is your FIRST line of action...others globally use Twitter to communicate quick, insightful, intentional and attention grabbing posts connecting their business.

Please bring to course either Laptop and Phone or Tablet/iPad and Phone

Cost: \$109 + GST Member \$160 + GST Non-Member, Bring Own Lunch

Company Name: _____

Address: _____ City: _____ Postal Code: _____

Phone: _____ Fax: _____ Email: _____

Attendee(s): _____

Payment: Please bill me (BCFCA members only) _____ Cheque Enclosed _____

Visa _____ M/C _____ Card # _____ Exp: _____

Signature: _____

GST # R122605546

Please return registration form with payment enclosed or fax/email back to:
 #2 – 19299 94th Ave Surrey, BC V4N 4E6 Phone: 604-881-4944 Fax: 604-881-4744
 Email: info@bcfca.com www.bcfca.com

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