

Fall
Non-Profit Workshop Series

It's 2010. Is Your Business Social?

with Milena Regos, CEO & Marketing Advisor, Out&About Marketing

Learn how to use social media in your marketing mix and how to effectively listen, engage and measure your social media efforts with real-life examples specific to non-profits and small businesses.

Topics include:

- The Power of Social Media
- Social Media Strategy
- Content Management
- Case studies
- Measurements, Benchmarks, and ROI



Thursday, October 7, 2010
9:00am – 12:00pm

Donald W. Reynolds Community Non-Profit Center
948 Incline Way, Incline Village

RSVP to 775-298-0119 or pcc@parasol.org
Cost: \$10.00

Milena Regos, CEO & Marketing Advisor, Out&About Marketing

Milena Regos is a marketing and social media practitioner. Milena has been actively marketing online for the last 14 years, and is currently the Marketing Director for Diamond Peak Ski Resort and Incline Village General Improvement District in Incline Village. Milena founded Out&About Marketing.com in July 2009 based on her passion for honest and remarkable interactive marketing, word of mouth and social media. She provides engaging content with resources, tips and honest opinion on what works for the travel and tourism industry in the online world, web resources for small businesses, social media do's and don'ts and ideas on how to stand out, be unique and successful in a tough economy. Besides marketing, some of her passions include telemarketing, mountain biking, tennis, golf, yoga, working out, Burning Man, watching the advertising TV show Mad Men, cooking, traveling and spending time with her husband and dog – and not necessarily in this order.

