

**71% of companies used Facebook in 2010**

**59% of companies use Twitter**

**50% of companies are blogging**

**86% view social media to be important to their business and marketing strategy**



***If you are on the outside looking in, you need this training.***

**Friday, April 29 in Warrensburg**

**Friday, May 6 in Lebanon**

**9:30 a.m. to 3 p.m.**

*\$40 registration fee, \$60 after deadline  
Registration includes lunch*

Social media is an important tool in business today. At the very least, you need to be aware of the revolution. Ideally, you could be using it to your advantage.

This training offers you:

- **Social Media 101**- the basics, the options and the reason for the social media explosion.
  - The impact social media is having on the **advertising** world.
- Opportunities for your newspaper to use social media and the internet to **increase readership**.
  - Ways to **generate revenue** through social media and the internet.

Missouri Press Foundation is bringing the these workshops to you. One great training in two locations.

**Friday, April 29 in Warrensburg**

Holiday Inn Express, 626 E. Russell Ave.

*Regular Registration Deadline: April 15*

**Friday, May 6 in Lebanon**

Kenneth Cowan Civic Center, 500 E. Elm.

*Regular Registration Deadline: April 22*

**Visit [www.mopress.com](http://www.mopress.com) or call (573)449-4167 to register. Brought to you by the Missouri Press Foundation with support from the Warrensburg Daily Star-Journal and The Lebanon Daily Record.**

# The Trainer

## Darren Heckman



Darren Heckman is president of High 5 Communications in Jefferson City.

High 5 Communications is a marketing, public relations and planning firm serving clients in

the retail, healthcare, education and association industries.

Darren received his Bachelor's Degree in Public Relations from Central Missouri State University (now University of Central Missouri).

Prior to starting High 5 in July of 2006, Darren spent nine years in Marketing/Public Relations at Capital Region Medical Center in Jefferson City.

**RECEIPT OF REGISTRATION:** We will send a confirmation e-mail to confirm this registration. If you do not receive this, please call Kristie Williams at 573-449-4167.

**Cancellation Policy:** No refunds will be given if a cancellation is made less than 72 hours prior to the session.



**Missouri Press  
Foundation**

*Dedicated to Freedom for Tomorrow's World*

Thanks to the Warrensburg Daily Star-Journal and The Lebanon Daily Record for helping sponsor this training in their communities.

# Registration

## I WILL ATTEND THE SOCIAL MEDIA TRAINING:

\_\_\_\_\_ **Friday, April 29 in Warrensburg**

*\$40 per person (\$60 after April 15 deadline)*

\_\_\_\_\_ **Friday, May 6 in Lebanon**

*\$40 per person (\$60 after April 22 deadline)*

Name \_\_\_\_\_

Newspaper \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ ZIP \_\_\_\_\_

Phone \_\_\_\_\_ FAX \_\_\_\_\_

E-mail \_\_\_\_\_

Additional Registrants:

\_\_\_\_\_  
\_\_\_\_\_

\_\_\_ Payment enclosed

\_\_\_ Charge my credit card (see below)

Credit card # \_\_\_\_\_ Exp. \_\_\_/\_\_\_

*VISA/Mastercard only*

Address \_\_\_\_\_ ZIP \_\_\_\_\_

*must be address/zip where billing is sent*

Amount to be charged \$ \_\_\_\_\_ Date \_\_\_\_\_

Authorized signature \_\_\_\_\_

Mail form and payment to: Missouri Press Foundation,  
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