

The Tri-Cities Visitor & Convention Bureau presents

# Winning the Battle in the Internet War

Not your typical web 2.0 seminar...

## Become the Dominant Authority in Your Business Niche

Discover how to use the Internet and Social Media like a pro to promote your business. See how you can gain high search engine placement in Google and capture more free traffic than you can handle, and finally, discover the other online methods and techniques you can utilize to attract potential customers that aren't using the search engines at all and soar past your competition.

**April 21, 2010**

**8:00 a.m - 11:30 a.m.**

7:30 a.m. - Deluxe Continental Breakfast

**Holiday Inn Express, Pasco**

**Cost:** Bureau Members - \$15.00 per person / Non-Members - \$50.00 per person

**Fax reservation to (509) 783-9005 or**

**e-mail to [Info@VisitTri-Cities.com](mailto:Info@VisitTri-Cities.com) by April 16, 2010**

### You will learn how to win the war in the Internet battle by following this plan of action

1. See the Battlefield: Understanding Google, the Google quadrant, and why it must be a strategic part of your battle plan.
2. The Mission: You must win, and understanding why.
3. Command Central: Operations control, where can you win?
4. Battle Strategy: What will it take for you to win?
5. War Tactics: How will you win?
6. The Weapons of War: What tools will you use to win?
7. Battle Techniques: How will you implement your plan?

**You Tube**  
Broadcast Yourself™

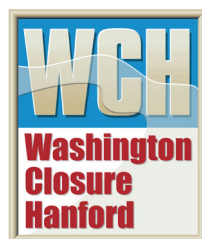
### About the Instructor



*Instructor Michael Belba has established himself as one of the most knowledgeable and cutting-edge Internet marketers. He helps businesses understand and fully utilize the power of the Internet to gain a tremendous*

*competitive advantage, while educating customers on the extreme demographic shifts occurring in the traditional and online marketing environments.*

Sponsored by



podcasts  
**twitter**  
ad words  
website promotion  
**Google**  
optimization

**facebook**

**internet marketing**  
**social media**

The Tri-Cities Visitor & Convention Bureau presents

# Winning the Battle in the Internet War

## REGISTRATION FORM

Name of Business: \_\_\_\_\_

Names of Those Attending:

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

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email Address: \_\_\_\_\_

Total Amount Due (\$15 per member/\$50 per non-member): \$ \_\_\_\_\_

Payment Method:      Cash      Check      Credit Card  
Circle one:    Visa    M/C    Discover

Card #: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Amount to charge: \_\_\_\_\_

Name on Card: \_\_\_\_\_

Billing address zip code: \_\_\_\_\_

Authorized Signature: \_\_\_\_\_

Make checks payable to:

**Tri-Cities Visitor &  
Convention Bureau**  
7130 W. Grandridge Blvd.,  
Ste. B  
Kennewick, WA 99336

Return to:

**TRI-CITIES VISITOR & CONVENTION BUREAU**

7130 W. Grandridge Blvd., Ste. B | Kennewick, WA 99336 | fax (509) 783-9005 | Info@VisitTri-Cities.com

Google™



optimization

twitter

podcasts

social  
media

website  
promotion

ad words

facebook®

internet  
marketing

You Tube  
Broadcast Yourself™