



For Immediate Release

May 13th, 2011

Learn to harness *the power of Facebook*.

Creatis Relationship Manager, Jill Nicholson, will be speaking about social media on behalf of the International Association of Business Communicators (IABC)

(Minneapolis – St. Paul) If you know how to use Facebook for your small business, it can be a powerful tool to increase brand awareness and drive traffic to your website.

Friday, June 24th from 9:30 a.m. – 11:00 a.m., Creatis will host the **“Building, Optimizing and Integrating Social Media Channels to Increase Revenues”** event at their downtown location: 227 Colfax Ave N, Minneapolis, two blocks south of International Market Square. See the Creatis website for directions at www.creatis.com/pdf/creatismap.pdf.

Jill Nicholson, a Creatis Relationship Manager, will be speaking on how to integrate social media communications through Facebook.

Topics that will be discussed include:

- How to harness the power of Facebook’s influential platform to connect with fans and turn them into advocates for a brand.
- How to strategically use Facebook in a well-designed, multi-channel platform to engage potential customers, call readers to action, and increase brand awareness and sales.
- How to build a Facebook-centered marketing campaign that addresses public relations challenges.

After the presentation, there will be a Q&A session. Parking is free and registration for this event ends at midnight on June 22, 2011. To register, contact the IABC Minnesota office at 612.333.4222 or register online at <http://mn.iabc.com/2011/05/02/june->.



Jill Nicholson – Creatis Relationship Manager.

About Creatis

Creatis is a creative services company that is changing the way businesses manage creative and marketing services. We partner with companies to augment their creative services, advertising, communications and marketing departments.

