



Press Release

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For Immediate Release

Institute for Graphics and Imaging Schedules Social Media Marketing Seminar Series

Pewaukee, Wisconsin; September 2009 — The Institute for Graphics and Imaging (IGI) — an education and training organization funded by and dedicated to the printing and graphic arts industry — has scheduled two consecutive seminars dealing with social media marketing. The seminar series will be held on October 21 and 22, 2009, at the IGI facility in suburban Milwaukee, Wisconsin. The seminars are directed at business owners, marketing professionals, and creative personnel, both in the printing industry and the general business community. In the first seminar, *Social Media Marketing: Business Essentials*, attendees will learn how to create and optimize blogs for business, dive into creating marketing-oriented accounts with social media sites including LinkedIn, Facebook, and Twitter; and how to help their messages “go viral.” During the second full-day seminar, *Social Media Marketing: Extending Your Business Reach*, attendees will learn how to set up Facebook Fan Pages and LinkedIn Groups, how to integrate social media content streams with their existing marketing, and how to create and publish podcasts and videocasts. A substantial discount is available to those enrolling in both courses. Course details and enrollment forms are available at www.igi.org/events_calendar.

The seminars will be conducted by Anne-Marie Concepcion, the owner of Chicago-based Seneca Design and Training, a crossmedia design studio and certified Adobe training provider. Concepcion has long used the Internet to promote and market her own business, and has consulted with dozens of companies to optimize their web presence. She’s the author of the Lynda.com video tutorial series, *Social Media Marketing with Facebook and Twitter*. Anne-Marie currently publishes two free E-zines which are enjoyed by thousands of subscribers, and is the author of numerous online articles, white papers, and video tutorials. She creates the *InDesignSecrets.com* podcast, videocast, and webinar series, and posts content to three different blogs.

Discussing the courses, IGI Executive Director Ron Dahl commented: “IGI is fortunate indeed to be able to offer the services of Anne-Marie Concepcion to a wide variety of businesses in the upper Midwest. She is a popular trainer in these latest technologies, and attendees are certain to take away many tips to make their online and social media marketing more effective.”

The Institute for Graphics and Imaging provides education and training in the graphic design, printing, and related industries. Supported by a vast network of industry suppliers, printers, publishers, and governmental agencies, IGI operates on the campus of the Waukesha County Technical College in suburban Milwaukee. IGI facilities, which include computer classrooms and access to the latest printing equipment, are available for sales events and corporate training courses. For additional information go to www.igi.org or call 262-695-6260.

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