

FOR IMMEDIATE RELEASE: October 12, 2012
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GLENDALE CVB OFFERS NEW WORKSHOP SERIES, KICKING OFF WITH SOCIAL MEDIA DAY

GLENDALE, Ariz. – The Glendale Convention & Visitors Bureau is launching its first educational workshop series event that will provide hospitality-related businesses with strategies to reach and engage customers from local to international markets.

Social Media Day will take place 10 a.m. to 4 p.m., Thursday, Nov. 8 at Thunderbird Executive Inn & Conference Center, located at 15249 N. 59th Ave. in Glendale. The cost is \$15 per person for CVB members and \$25 for non-members and includes lunch.

The workshop session will cover:

- The latest social media tools and how to incorporate them into your existing marketing strategy
- Utilizing social media as a platform for your business model
- Using social media to effectively promote special events
- The what, why and how of Mobile Apps for a local business
- Behind-the-scenes look at the world of social media

Registration is required by Nov. 1 via email at lpino@glendaleaz.com or online at

For more information, contact the Glendale Convention & Visitors Bureau at 623-930-4500 or visit www.visitglendale.com. You can also follow Glendale on www.facebook.com/GlendaleCVB and www.twitter.com/GlendaleCVB. The Glendale Convention & Visitors Bureau is located at 5800 W. Glenn Drive, Suite 140.

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