



Web Marketing Custom Classroom Training for Tech Companies

November 2010

We're back for another in-depth training series, digging deep into the most profitable areas of online marketing. Book soon as our September-October series **Sold Out**.

Visit www.PlusROI.com or Call 250-294-0915 for further information.

Program Includes:

- Initial interview to determine where training is required in your organization and to develop training plan.
- Three 8:30 a.m. - 1:00 p.m. sessions at VITP (Nov. 18, Nov. 24, Dec. 1). Includes refreshments and lunch.
- Personalized homework assignments between training sessions, addressing real issues in your company's web marketing.
- Follow-up private conference approximately one month after conclusion of classroom training.

Focused Training On:

- Search Engine Optimization
- Online Advertising and Pay Per Click Advertising
- Social Media
- On-Site Sales Conversion
- Web Analytics



Training will be conducted by Robert Cooper, President of PlusROI Online Marketing and a ten year veteran of international online marketing. Robert has conducted very successful training sessions for organizations such as VIATeC, Tourism Victoria and the UVic MBA program. Robert was also the creator and facilitator at the 2010 BC Social Media Summit and will be speaking at this fall's Social Media Camp in Victoria BC.

Cost for custom classroom training is \$1395 per student and full government funding for up to 3 employees may be available for BC companies who have been incorporated for over 12 months and who have less than 50 employees.

Companies may apply for full funding for this training through the following program (a final commitment is not required until your application is approved):

The Ministry of Advanced Education and Labour Market Development has established a new initiative, the **Workplace Training for Innovation Pilot Program** (WTIP). The program is designed to provide funding to eligible employers with less than 50 staff for the employee training of their choice, delivered by the training provider of their choice. Through WTIP, employers decide on the training and the training provider best suited to assist them to improve productivity, enhance competitiveness, and/or introduce new technology, equipment, or work processes. There are hundreds of training options available across the province for employers to

choose from, including colleges or private training institutions.

The Ministry of Advanced Education and Labour Market Development has not pre-approved nor endorsed any courses, programs, or training providers with respect to WTIP. For more information, please visit the

WTIP website www.aved.gov.bc.ca/workplace_training_program or contact the Program Administrator (Chemistry Consulting Group Inc.) toll-free at 1 877 365-5757

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