



BEM Group Announces Fall and Winter 2011 Education Center Offering

New Seminars on Social Media and Other Business Topics Feature Area Experts

GREENSBORO, N.C., August 31, 2011 – [BEM Group](#), which includes [BEM Interactive](#), an industry leader in interactive design, development and marketing, and [BEM Technology](#), known for “Hassle Free IT” managed services, announces its Fall 2011 seminar offering at their [BEM Education Center](#).

To register for BEM Interactive Education Center seminars online visit <http://www.bemeducationcenter.com> and select the seminar you wish you take or call 336.851.0040, X 219 for more information.

Social Media Boot Camp, Friday, September 23, 2011; \$139, includes materials and breakfast

Back by popular demand, this full-day (8:30 a.m. to 4:00 p.m.) session is an updated version of BEM Group’s most popular workshop. Leading expert speakers will cover:

- o Social Marketing: An Executive Overview
- o Leveraging LinkedIn
- o Facebook: Converting Fans into Leads
- o Maximize ROI with Your Blog and Twitter
- o Drive Customers to Your Brick and Mortar Store
- o Strategy and Success in Social Marketing

Grow Your Business with LinkedIn, Friday, October 14, 2011; \$69, includes materials and breakfast

Hosted by Kim Williams, BEM Group’s client services director, this half day seminar (8:30 a.m. to 12:00 p.m.) presents 20 best practices on how to use LinkedIn to benefit your company.

Google Analytics: A Brief Overview, Thursday, October 20, 2011; **FREE**

Spend the morning (8:30 a.m. – 10:30 a.m.) with Jeremy Shafer, BEM Group’s digital marketing team leader, who will review all the basics about how to use and benefit from Google Analytics.

10 Strategies for Better Email Marketing, Friday, October 28, 2011; \$69, including materials and breakfast

Presented by Neil Myers, BEM Group’s director of marketing, learn how to use trigger-based email to boost marketing results during this half day (8:30 a.m. to 12:00 p.m.) seminar.

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BEM Group/Page 2

Measure Your Marketing with Google Analytics, Friday, November 11, 2011; \$69, including materials and breakfast

Hosted by Jeremy Shaffer, BEM Group's digital marketing team leader, this half day (8:30 a.m. to 12:00 p.m.) seminar features a hand-on, in-depth overview of Google Analytics.

Social Marketing for Local Businesses, Thursday, November 17, 2011; **FREE**

In this morning seminar (8:30 a.m. – 10:30 a.m.), Jeremy Shaffer, BEM Group's digital marketing team leader, will teach you how to leverage mobile, socially-driven channels like Groupon, Foursquare, Yelp, smartphone advertising, text message marketing and more to benefit your local business.

Build a Strategic Marketing Game Plan, Friday, December 9, 2011, \$69, including materials and breakfast

At this half day (8:30 a.m. to 12:00 p.m.) executive education seminar, Neil Myers, BEM's director of marketing, will help participants with marketing objectives, budgeting, messaging and more.

The [BEM Education Center](#) offers seminars on Internet, technology and marketing topics critical to success in today's increasingly online savvy business world. BEM Group experts as well as outside speakers lead the seminars at the new education facility conveniently located at the company's Greensboro, N.C. headquarters.