



BEM Announces Its Education Center Seminars for the First Half of 2012

Introduces New Seminars on Using Tablets, Mobile Apps, Search Marketing and Google+ for Business Success

GREENSBORO, N.C., January 23, 2012 – [BEM](#), a leader in the convergence of interactive customer experiences, strategic marketing initiatives and powerful information technologies for business success, announces its BEM Education Center seminars through May 2012. BEM's seminars offer practical insights for busy professionals on the latest Internet, technology and marketing developments most impacting business success today.

To register for BEM Education Center seminars online visit <http://www.beminteractive.com>, click on upcoming BEM workshops and select the seminar you wish you take or call 336.851.0040, X 219 for more information. All of the following seminars are held at the BEM Education Center at 416 Gallimore Dairy Road, Suite N, in Greensboro.

Using Your Android Tablet for Business, Friday, February 3, 2012; \$39, includes materials and continental breakfast

Hosted by BEM's Kevin Riney, participants will learn how to get the most of their Android Tablet for business. Topics include the top 10 applications, security and backup considerations and how to best use a tablet as a desktop computer replacement. The seminar takes place from 8:30 – 10:30 a.m. at the BEM Education Center.

Social Media Marketing Boot Camp, Friday, February 24, 2012; \$69, includes materials, continental breakfast and boxed lunch

Led by BEM's Kim Williams and Jeremy Shafer, this updated version of BEM's most popular seminar will focus on practical, up-to-the-minute insights on how to leverage social media marketing, including LinkedIn, Facebook, blogs and Twitter, for business success. The seminar takes place from 8:30 a.m. to 4:00 p.m.

Mobile Apps for Your Business, Friday, March 9, 2012; \$39, includes materials and continental breakfast

Hosted by BEM's Linc Anderson, participants will learn how to harness mobile users and amplify their business' digital footprint. The seminar takes place from 8:30 a.m. to 10:30 a.m.

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Search Marketing, Friday, March 16, 2012; \$39, includes materials and continental breakfast

Guided by BEM's Jeremy Shafer, participants will learn how to use search marketing, including organic search engine optimization and pay-per-click, to support Google and other search engine rankings. The seminar takes place from 8:30 a.m. to 12:00 p.m.

Grow your Business with LinkedIn, Friday, April 13, 2012; \$39, includes materials and continental breakfast

BEM's Kim Williams will educate participants on 20 best practices for using LinkedIn to your company's benefit. The seminar takes place from 8:30 a.m. to 12:00 p.m.

Office 365, Friday, April 27, 2012; \$39, includes materials and continental breakfast

BEM's Kevin Riney will provide an overview of Microsoft Office 365, a highly effective cloud-based solution for MS Exchange, SharePoint, Corporate Instant Messaging and web-based MS Office applications. The seminar takes place from 8:30 a.m. to 12:00 p.m.

Facebook & Google+ for Business, Friday, May 4, 2012; \$39, includes materials and continental breakfast

Hosted by BEM's Jeremy Shafer, participants will learn how to best leverage Facebook, the largest social network, for business along with Google+, the fastest growing social network ever. The seminar takes place from 8:30 p.m. to 12:00 p.m.

Email Marketing using ExactTarget®, Friday May 18, 2012; \$39, includes materials and continental breakfast

BEM's Neil Myers and Rob Ainbinder lead this popular workshop on how to optimize, customize and maximize email marketing platforms with the ExactTarget® triggered email platform. The seminar takes place from 8:30 a.m. to 12:00 p.m.

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