

SEMINAR SPEAKER



Tony Treacy is an eLearning Consultant, founder, and CEO of the Solent eLearning Network. He has been in the training industry for over 25 years and has spanned both the private sector as a trainer and the public sector as a lecturer in HE.

"In the first 2 years of our online business – 2000 & 2001 – we spent over £20,000 of borrowed money getting our online training centre developed.

Technology has moved on so much that if we were starting again tomorrow, we'd be able to develop most of it ourselves over 4 weeks and have change out of £500. We're not techies and you don't need to be either!

This seminar is about sharing tips, techniques and experiences so you get it right first time. To show you how easy it is to get your professional website up and running." Tony Treacy.

PREVIOUS ATTENDEES' COMMENTS

'A very thorough course, full of invaluable information to any SME' - G Sutherland.

'An excellent presentation, I can't wait to get started.' - K Brett

This is the most worthwhile time I have spent for a long time – absolutely excellent. Gail Ward, Gail Ward Photography

Very good and easy to understand, weblinks and PowerPoint for use afterwards! - Daniel Hooks

Very good, much better than I expected. 'Food-for-thought'. – Claire Cowley

Very comprehensive – have learnt a lot about how to promote our planned website. – Barbara Allen, Service User Project

Really appropriate to me, and VERY useful. – Gary Davis



Book online at

www.ehampshire.org/events.asp

Is your website developer making more money from your site than you are? Yes? Then, the chances are that your site was developed backwards! Attend this seminar and discover how to reverse your situation.

How to Develop Your Website & eBusiness ... on a shoestring.

This is an open, interactive forum where you get to ask 'How do I...?' and 'Why does my site...?'

Topics Covered

- How to create and develop a better website even if you are a novice.
- Ongoing maintenance, management, and editing of your site without any technical knowledge.
- Getting it hosted at low cost without hassle.
- Optimising your site for the search engines - Google, Yahoo!, and MSN – and submitting your site to them at no cost.
- How to do eMarketing: eMail campaigns, eNewsletters, White Papers, Free Press Releases, Blogs, and RSS Feeds.
- Everything you need to know about eCommerce: Merchant Accounts and Online Payment Systems.

Plus two free e-books on Search Engine Optimisation



Who should attend

- Individuals and SME owners who need a dynamic web presence that will put them ahead of their competition.
- Entrepreneurs and business owners that want their site to be their marketing department, drive traffic to their site, and generate sales.
- Any business that wants access to a tool for generating Free PR.