

Downtown Revitalization Workshop

"Social Immersion"

Excelsior Springs, MO

Wednesday, November 7, 2012

10:00 am - 5:30 pm



Workshop Location:
The Elms Hotel & Spa
401 Regent
Excelsior Springs

Lodging:
The Elms Hotel & Spa
Room Block
Information coming soon!

Who Should Attend?

Business Owners/Managers & Main Street Communities at every stage of revitalization!

- This one-day seminar will show you the value of using the internet and social media to promote your organization or business.
- It will introduce several programs and teach you the basics of their use.
- It will show you how dedicating time to the internet and social media will increase your visibility and foot traffic.
- Topics covered include: Business listings on Google, Yahoo and Bing; Social Media Sites that include: Facebook, Twitter, LinkedIn, Four Square, Pinterest and YouTube.
- You will walk away with a basic understanding of how these sites work together, know which ones are best for you to use, and have a plan to implement your goals.



Our Featured Speakers:

This session is brought to you by the staff of
Downtown Washington, Inc.
a 2012 Great American Main Street Award® winner!

Bridgette Epple, Aimee Frey and Aaron Holdmeyer have a combined 20 years' experience in downtown revitalization and have been teaching local business owners and non-profits the ins and outs of social media.

Name: _____

Organization: _____

Address: _____ zip _____

Phone: _____ E-Mail: _____

Please use a separate registration for each person attending.

**Cost: \$75 per person for MMSC Members
\$125 per person for Non-members**

Seating is limited!! Register Today.
To Register online go to www.momainstreet.org

**Please Mail Completed Registration with Payment to
MMSC, PO Box 1066 Branson MO 65615**

Questions: call Phyllis VanderNaald, 417.334.3014

e-mail: pevanderNaald@momainstreet.org

Cancellation Policy: All cancellations/refunds must be submitted in writing.
Cancellations after November 1 are not refundable.
Registration fee will increase \$25 after November 1st.

**Networking Dinner with MMSC Staff
Tuesday, Nov. 6 at 7:00 p.m.
Ventana Gourmet Grill**

Explore Excelsior Springs!

Guided Tour

If you haven't been to downtown Excelsior Springs recently, you haven't been to Downtown Excelsior Springs! After lunch Wednesday, take a guided tour of downtown and see how things are evolving and changing. The tour will start at the Hall of Waters, one of several National Register properties in downtown, and will then move to the new housing development, The Villas, which is a mixture of new homes and historic renovation adding over 40 new families to downtown. The tour will stop at various buildings that have either recently been restored or are being developed by the owner or the Downtown Excelsior Partnership and will end at The Elms Hotel and Spa, which just completed a multi-million dollar renovation and restoration that included the exterior and interior with a complete reworking of the spa area.