



SMALL BUSINESS TRAININGS

Winter 2019: January - March

SOCIAL MEDIA MARKETING

Learn how to create a social media marketing plan across the main social media platforms during this one-day Social Media Marketing Workshop.

- ✓ Create a social media marketing strategy.
- ✓ Understand the different social media channels.
- ✓ Live Facebook & Instagram training.
- ✓ Create a daily, weekly, monthly action list.

Tues Feb 19 9a-3p \$95*

GET STARTED WITH EMAIL MARKETING

Email is still seen as the #1 marketing tool for small business. During this half-day workshop you will:

- ✓ Receive live, hands-on training to create your first email newsletter.
- ✓ Learn who to send your emails to and what to say.
- ✓ Discover email marketing pitfalls to avoid.
- ✓ Create an email marketing plan so you know what to do next.

Tues Jan 22 8:30a-12:30p \$55*

FIRST AID & CPR/AED

For anyone who needs an AHA course completion card in First Aid and/or CPR AED to meet job, regulatory or other requirements. For renewing, recertification or first-time students.

Thurs Feb 14 9a-3p \$115

* Fostoria Chamber members receive a discount.

COMPUTER CLASSES

Excel Workshops

From beginner level through to advanced Excel topics.

Excel 1 and Excel Basics: An in-depth look at getting started with Excel, from learning to build a spreadsheet from scratch to managing large workbooks.

<i>Excel Basics Th Jan 24 & 31</i>	<i>4p-6p</i>	<i>\$75</i>
<i>Excel Basics Th Jan 24 & 31</i>	<i>6:30p-8:30p</i>	<i>\$75</i>
<i>Excel Level 1 Th Feb 7</i>	<i>9a-4:30p</i>	<i>\$135</i>

Excel 2: Learn more advance formulas and learn how to analyze data by using text, logical, lookup, date and financial functions.

<i>Excel Level 2 Th Feb 21</i>	<i>9a-4:30p</i>	<i>\$135</i>
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Excel 3: Learn to automate worksheet functionality, use auditing tools, add sparklines, and perform a what-if analysis.

<i>Excel Level 3 Th Mar 7</i>	<i>9a-4:30p</i>	<i>\$135</i>
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PowerPoint Beyond

For those who know basics but want to learn more, such as adding SmartArt, animations, and transitions to your presentations.

<i>PowerPoint Th Mar 28</i>	<i>8:30a-12:30p</i>	<i>\$75</i>
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Register Early! Minimum class sizes required for programs to run.

For more information on any of these trainings contact:

Tracey Lawton, Director, Fostoria Learning Center | 419-408-5540

