

TABLETALK

Bulletins for BC Innkeepers



**2011
B.C. Bed &
Breakfast
Innkeepers
Guild**

**Conference,
Members
Meeting
& A.G.M.**

**Harrison Hot
Springs**

October 24 - 26



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It is Not too Late !!!!!

Our annual conference is now just next week. If you haven't yet made your decision to attend, let me tell you about our 'touchstone' event which is running for a large portion of Tuesday 25th October - a hands-on Internet Marketing Seminar covering the majority of today's most vital aspects of getting the news

out about your B&B, via the web.

What does this mean?

- four hours of hands-on Internet Marketing provided by Jeff Logan of Avelient, one of North America's leading B&B consultancies. Avelient works with over 700 clients ranging from B&B's to wineries and insurance agents. Jeff has presented this same session at a dozen other conferences, all with rave reviews.

What do you get?

- Walk out the door with new/enhanced skills and ready to use completed products that you developed. (Free access to wireless Internet available throughout the training.)

Topics to be covered:

- * Understanding search engine marketing basics
 - * Classic B&B marketing mistakes to avoid
- * How to determine if a B&B directory is worth the cost of membership
 - * What can Google offer me?
 - * Understanding why blogging is key to success
 - * Why is Social Media so important, and when?
- * Q&A - quiz Jeff on all aspects of marketing your B&B on the Internet

Don't worry if you do not understand the language or the tools described above; after this seminar, your awareness and skills will be enhanced to a level that even you'll amazed. Jeff will be around the evening of the 25th for further discussion on any topics.

We look forward to seeing all of you at this year's conference.

B.C. Bed & Breakfast Innkeepers Guild



Sincerely,

Clair Oates
Director of Communication

October 18, 2011

British Columbia Bed & Breakfast Innkeepers Guild

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