

**REGISTRATION**

**FORM FOR February 21, 2009**

Email registrations will not be accepted.

Mail or fax completed form and payment to:

**NSDCC**

**1113 Marginal Road**

**Halifax, NS B3H 4P7**

**ph: 423-3837 fax: 422-0881**

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

Province \_\_\_\_\_ Postal Code \_\_\_\_\_

Email \_\_\_\_\_

Contact phone \_\_\_\_\_

**Workshop fee**

Member **\$75** non-member **\$90**

subtotal \$ \_\_\_\_\_

**hst (13%)** \$ \_\_\_\_\_

**total amount enclosed** \$ \_\_\_\_\_

**payment method (check one):**

cheque  money order

Visa  MasterCard

card number \_\_\_\_\_

expiry date \_\_\_\_\_

**Web Design, Development and Social Media Marketing Workshop with Jeff White, founder and owner of brightwhite design.**

A full day of good ideas, exercises, information and sources.

Jeff will conduct a workshop intended for craftspeople wishing to create and/or expand an Internet presence, and to improve the presentation of their work and brand through better online marketing and communication.

Location for Workshop:  
NSDCC, 1113 Marginal Road, Halifax

**Web Design, Development and Social Media Marketing** will address such topics as:

- How to make the most of your **website**;
- Creating **online promotional** materials;
- Joining and contributing to **internet communities** and social media platforms such as Facebook, Etsy, Ning, Twitter and many more
- How to **maximize the “story”** of your work in order to attract and retain online customers;
- **Unique techniques** and materials of your product;
- Consistent **communication** with customers;

- **Blogging** and increasing your online and personal brand
- ...And how to get and keep **media** attention.

**Internet presence** in today’s global market is a critical component in successfully selling one’s product. Self-promotion, branding and product presentation are the keys to competing and selling beyond our borders.

This workshop will focus on the importance of online marketing, social media, self-promotion, professional-looking communication materials and presentation. Mr. White’s workshop will give novice crafts businesses the information they need to effectively promote themselves, their brand and product.

Jeff White is already renowned among some of our members for his excellent presentation in the winter of 2007. Brightwhite Design is one of Halifax’s premiere boutique design companies and one of the only firms to specialize in Web-Standards based design and development. Jeff White has lectured on standards and new media at several local conferences and events.

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**NSDCC**

**Your registration will not be confirmed until payment has been received.**

**Cancellation policy:**

**A 75% refund will be given if the applicant cancels his/her participation two weeks prior to the workshop.**

**A full refund will be given in the event the NSDCC cancels the workshop.**

**No refund will be granted if the participant cancels his/her registration within two weeks of the start date of the workshop.**

*Support for this workshop series provided by Industries Growth Funding through The Nova Scotia Department of Tourism, Culture and Heritage.*



**Web Design,  
Development and  
Social Media Marketing  
Workshop with  
Jeff White  
February 21, 2009**

**Nova Scotia Designer Crafts Council  
1113 Marginal Road  
Halifax, NS  
B3H 4P7  
902.423.3837  
[www.nsdcc.ns.ca](http://www.nsdcc.ns.ca)**

