



## WOMEN'S SPORT MEDIA WORKSHOP : Sydney, June 21, 2010

### YOUR AUDIENCE IS ON SOCIAL MEDIA - WHY AREN'T YOU?


**Womensport NSW** in partnership with **Sydney Olympic Park Authority**, invite you to attend a media workshop run by Lara Solomon (creator of Mocks, author of Brand New Day - The Highs & Lows of Starting a Small Business, Telstra award winner and Expert Facebook Pager).

#### What Lara says you will learn?

- What social media is - The difference between Facebook/Twitter/Linked In
- What Facebook can offer your business and why you should be using it
- The different types of Facebook marketing
- How to determine the best solution for your business

#### Did you know?

- There are over 400 million people on Facebook (if Facebook were a country it would be the third biggest in the world behind India and China).
- There are more than 3 million pages on Facebook.
- Facebook pages have over 5.3 billion fans.
- The average user spends 55 minutes on Facebook a day.
- The average user becomes a fan of 2 pages a month.
- Over 50% of Facebook users are aged 18 to 34 (57.4% in Australia).
- Over 70% of Facebook users are aged 18 to 44 (73% in Australia).

<b>Presenter:</b>	 Lara Solomon, <a href="http://www.socialrabbit.net">www.socialrabbit.net</a>
<b>Venue:</b>	The Ken Brown Room Two, Lower Ground Floor, Sports House, 6A Figtree Drive, Sydney Olympic Park NSW 2127 <i>Parking available in Sports House carpark – ticket will be validated at the end of the workshop.</i>
<b>Date:</b>	Monday June 21, 2010
<b>Time:</b>	9.45 am to 12.00 pm
<b>Cost:</b>	\$60 for members. \$55 for non members (become a member <a href="http://www.womensportnsw.com.au">www.womensportnsw.com.au</a> )
<b>Payment Methods:</b>	<b>On line booking system available on <a href="http://www.womensportnsw.com.au">www.womensportnsw.com.au</a> under Events – Media Workshops or Cheque</b> to Womensport NSW , 6A Figtree Drive, Sydney Olympic Park 2127 or Direct Deposit <b>BSB : 112 – 879: Account No. 121493 462</b> (please put name with all payments and attach EFT confirmation to your registration below).

Enquiries – (02) 8116 9734.

[www.womensportnsw.com.au](http://www.womensportnsw.com.au) [office@womensportnsw.com.au](mailto:office@womensportnsw.com.au)



**Registration**

**WOMENSPORT NSW + Sydney Olympic Party Authority**

**Sydney Media Workshop – Monday June 21, 2010  
9.45am – 12.00pm**

**Post to PO Box 147 Sydney Markets 2129**

Name	
Organisation	
Email	
Phone	
Postal Address	
Payment method	Cheque attached or Direct Deposit / /
Additional comments	