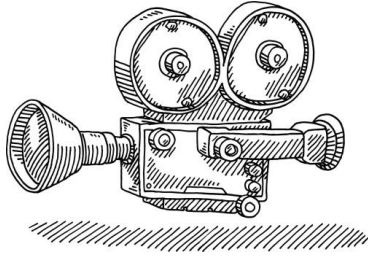


Rotary



Using Video to Promote Your Club

You may be overlooking one of the most important marketing resources that could revolutionize your club. 147 million Americans watch video on the internet everyday. Video marketing is a huge opportunity and a largely untapped resource for clubs that want to appeal to a larger audience. Why not appeal to the savvy internet user and learn to tell your story and grow your audience?

This seminar is designed for club public image directors and executives who have or want to explore making videos. Through a step-by-step process, the seminar will cover:

- Use of a smart phone and simple equipment to make short, quality films
- Analysis of integrating video into your public image plan
- Writing a script for a short marketing video

Please bring a laptop and smart phone, as the seminar will be hands-on!

February 11, 2017 9:00 a.m. to noon

Bowen Law Firm
2540 Douglas Blvd., Ste. 200
Roseville, CA 95661

Space is limited, so please RSVP early:
(916) 532-9451 or wlb@bowenlegal.com