2014 SPRING WORKSHOP SERIES
FORT HAYS STATE UNIVERSITY

Sales and Marketing Series

***Social Media Marketing Workshop**:* January 21, 2014, 8:30-4:30 p.m., $179.00 (lunch provided)
Participants will learn about the current state of social media and how to develop a comprehensive, multi-step approach to developing a social media strategy, while also acquiring and practicing social media skills. A company's blog, LinkedIn, Facebook and Twitter are the social media tools best for acquiring customers, so we will focus on tactics for acquiring customers through these four platforms. For example, participants will write the perfect Facebook post, Tweet, and blog post, and develop an effective LinkedIn profile. Your facilitator for this workshop is Dr. Mary Martin, Associate Professor of Marketing at FHSU. Mary is an American Marketing Association Certified Advanced Social Media expert and social media addict.

Leadership Development Series

Leader's Guide to Managing Performance: February 11, 2014, 1:00-4:30 p.m., $99.00
This workshop provides supervisors and managers with the knowledge and skills needed to optimize workforce performance. By learning strategies to manage performance through activities and practical application, leaders will walk away with the confidence and tools needed to increase performance and productivity and eliminate one of the reasons for turnover in their organizations. Your facilitator for this workshop is Tom Zerfas, SPHR, Human Resource Director at Sunflower Electric Power Corporation.

Effective Presentation Skills: April 23, 2014, 1:00-4:30 p.m., $99.00
This workshop focuses on effective presentation skills including presentation strategies and best practices. Participants will have an opportunity to practice these techniques and receive feedback on their presentation styles from the presentation skills trainer. Your facilitator for this workshop is Dr. Kathy Kelley, Assistant Professor of Communication Studies at FHSU, and former organizational consultant for companies in the greater Los Angeles area and Midwest region of the United States.

Project Management Series

***Essentials of Project Management**:* April 3-4, 2014, 9:00 a.m. to 4:00 p.m., (two days – lunch provided)
Facilitated by Ms. DeAnn Sullivan, PMP, a certified trainer from the Project Management Institute, Inc., this workshop is a two day seminar offered in conjunction with Wichita State University's Center for Management Development. For more information and pricing, please visit: http:/www.cmd.wichita.edu/p-60-hays-ks-project-management-essentials.aspx

FHSU Management Development Center Workshops

- **Facilitated by business and leadership professionals who understand your challenges**
- **Held locally on the Fort Hays State University campus**
- **Immediate transfer of knowledge to your workplace**
- **Each participant receives resources and certificate**
- **Hays Chamber of Commerce members receive a 15% discount on workshops – use code 6298ztk when registering online at www.fhsu.edu/mdc**

To register or learn more about these workshops, contact:
Conni Dreher, Sr. Admin. Asst.
Phone: (785) 628-4121
Email: cdreher@fhsu.edu
www.fhsu.edu/mdc

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REGISTRATION

Save Time. Enroll Online
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Call **(785) 628-4124 or (785) 628-4121**

Complete form and mail with payment to:

Fort Hays State University
Management Development Center
600 Park Street
Hays, KS 67601

Fax completed form (Attn: MDC)
to: **(785) 628-5398**

Sales and Marketing Series

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January 21, 2014 (8:30 am – 4:30 pm

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MANAGEMENT DEVELOPMENT CENTER

Note: Workshops can be taken as a series or individually. Discounts available to multiple attendees of same company and for members of Hays Chamber of Commerce. No refunds for cancellations within 10 days of workshop.

All workshops will be held at Fort Hays State University Memorial Union

PARTICIPANT INFO:

Name: _____

Company: _____

Address: _____

_____

Phone: ( ) _____

Email: _____

PAYMENT: **Total $_____**

_____ Payment Enclosed
Make checks payable to:
Management Development Center

_____ Charge to Credit Card:
Please visit www.fhsu.edu/mdc for on-line registration

_____ Bill to Company P.O.#_____