

# 4<sup>th</sup> Regional WIEF Online Marketing Workshop

Organised by  
**World Islamic Economic Forum Foundation**

Jointly with



**When :** 18 - 22 August 2014    **Time :** 9 am to 5pm    **Where :** Kuching, Sarawak

**Application Deadline :** 1st August 2014

## WHO SHOULD ATTEND:

- Women entrepreneur preferable owner of micro business
- Have good knowledge on usage of computer and internet
- Have reasonably easy access to Internet at home, business or workplace
- Display high degree of commitment and enthusiasm in learning new Internet skills

## FOUR KEY AREAS OF FOCUS:

- Web presence and website development
- Internet Marketing and Search Engine Optimization techniques
- Social Media marketing tools and strategies
- Online monitoring tools

## OUTCOME/BENEFITS FROM THE WORKSHOP:

- Increase in sales leads and inquiries from online sources
- Expand market outreach to new areas and customers
- Establish an online profile that is presentable and enhances overall company images
- Knowledge and guidance on online marketing and social media marketing
- Increase in visibility to existing and potential clients
- Strengthening of company profile

## WORKSHOP LOGISTIC DETAILS:

- No registration fee will be imposed on the participants.
- Airfare (if any) is to be borne by the participants.
- Accommodation on sharing basis will be provided for participants staying outside Kuching, Sarawak.
- Meals will be provided to all participant throughout the duration of the Workshop

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**SEAT ARE LIMITED TO 50. SO REGISTER NOW!**  
**REGISTRATION FORM IS AVAILABLE ON OUR WEBSITE [WWW.WIEF.ORG](http://WWW.WIEF.ORG)**