

Questions?

Please contact:
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Also Sponsored by:

Cameron County Chamber of Commerce -
www.cameroncountychamber.org

Pennsylvania College of Technology North Campus
www.pct.edu/wdce/northcampus.htm

Potter County Education Council -
www.pottercountyedcouncil.org

Small Business Development Center -
The Lock Haven University -
www.lhup.edu/sbdc

Small Business Development Center -
The University of Scranton -
www.scrantonsbdc.com

The Pennsylvania Wilds -
www.pawildsresources.org

Tioga County

Pennsylvania College of Technology North Campus,
12880 Route 6,
Wellsboro, PA
October 21, 2009 11:00 am—1:00 pm
Register by October 15

Cameron County

Cameron County Chamber of Commerce/Artisan
Center, 34 East Fourth Street,
Emporium, PA
October 29, 2009 11:00am—1:00pm
Register by October 25

Potter County

Potter County Education Council
Coudersport, PA
November 4, 2009 11:00 am—1:00 pm
Register by October 30

Clinton County

Lock Haven University— SBDC Building,
LHUP (email or call for directions)
November 18, 2009 11:00am—1:00pm
Register by November 13



“Building an Effective Tourism Web Site”



Note: Additional sessions of this workshop will be held after the Holidays in the PA Wilds counties not listed here. If your agency is interested in hosting one of those workshops please contact PennTAP's Donna Yale.

Building an Effective Tourism Business Web Site

Websites are the No. 1 marketing tool for small tourism businesses, yet many tourism businesses in the Pennsylvania Wilds region underutilize their websites or have no online presence at all. The Pennsylvania Wilds and PennTAP would like to help change that.

Participants in this free, two-hour workshop will be shown examples of tourism business websites from around the PA Wilds region that have gotten real results, and hear what these small business owners have to say about building an effective website, costs and more. In the second half of the workshop, PennTAP will explain basic website layout, search engine optimization and why these things are critical for a successful website.

WHO Should Attend? Outfitters, guides, liveries, restaurants, lodges, bed and breakfasts, retail stores, artisans, event coordinators and others who are interested in this topic are encouraged to attend.

Presented by **Ta Brant, PA Wilds Ombudsman** and **Donna Yale, Sr. Technical Specialist, PennTAP, Penn State University**, this 2-hour seminar is designed to provide you with information regarding basic Web site planning.

The two hour seminar will be held through lunch at different locations throughout the region starting in October. **Feel free to bring a bag lunch!**

Registration is free and easy! Respond by email OR phone and include the information on the registration form OR complete the registration form and return it to Donna Yale by mail.

Please note the registration deadlines.

Registration confirmation will be sent to you closer to the training date.

Seminar Agenda:

- ⇒ Registration will start 15 minutes prior to each session.
- ⇒ Participants are encouraged to bring a Bag Lunch.

Registration Form

Session Location Choice

Business Name

Attendee Name

Address

Phone

Fax

Email Address

Web site address

Registration is FREE to participants in The PA Wilds Region!