



Laboratory Products Association

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LinkedIn & FaceBook for Business *a webinar with Hollis Thomases*

Wednesday, April 21 at 2PM ET



Alexandria, VA - Register for the third in LPA's webinar series on social media - *LinkedIn & FaceBook for Business*.

Trying to figure out if you or your business belongs on FaceBook and/or LinkedIn and how either of these social networks play a role in your overall marketing strategy? With 60 million users worldwide on LinkedIn and 400 million users worldwide on FaceBook and growing, these networks are fast becoming key marketing tools to promote and grow your business and develop and cultivate contacts. With both of these platforms rapidly evolving and offering new features (as well as privacy settings) regularly, Hollis Thomases will discuss the latest information, how-to's, best practices, pitfalls to avoid, and paid-for options. If your company is new to LinkedIn and/or FaceBook or you are looking to get started and establish a presence, be sure to register for this webinar on April 21.

Registration is just \$95. Participate on your own, or invite your team to join in at your computer. The webinar invitation link and login will be e-mailed to you after you register.

Other LPA Events...

Be sure to register for the LPA Spring Meeting, May 3-4 in Philadelphia as well. Go to www.lpanet.org/spring for details.

And for your company's ongoing educational needs, take advantage of the new LPA University. Go to www.lpanet.org/lpau to learn more.

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The Laboratory Products Association (LPA) is a part of the SAMA Group of Associations founded in 1918. Its member companies are manufacturers and distributors of lab products and services such as glass and plasticware, chemicals, equipment and supplies used in scientific research and applied science and life science worldwide.