



For immediate release

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To: ALL MEDIA

Please see the attached media release.

INSPIRE EBUSINESS SEMINARS CONTINUE WITH A SESSION ON SOCIAL MEDIA

The 7-part Inspire eBusiness workshops, sponsored by the Department of E-Commerce and coordinated by the Bermuda Economic Development Corporation, will continue on November 18th at the Bermuda Chamber of Commerce from 12:30-1:30pm. The upcoming informational seminar will cover "Using Social Media to Drive Traffic to Your Website."

The Inspire eBusiness initiative was launched in 2014 to support and encourage the development of local e-commerce in Bermuda. It aims to educate existing and potential entrepreneurs about the process of starting an online business and setting up e-commerce on their websites.

The workshop will feature a panel with speakers including Rebecca Hanson of TABS Bermuda, alongside representatives from SocialLEE Consulting, Bermuda Yellow Pages, Today in Bermuda and W & W Solutions. The seminar aims to cover how new and existing entrepreneurs can use social media to garner business attention.

Panel member and founder of Today In Bermuda Carla Zuill remarked, "I am looking forward to being a panelist in this discussion. I have only used social media to grow Today In Bermuda and the results have been phenomenal. I believe the time has come for business owners to have no choice but to incorporate a social media strategy in their day to day operations. The results are endless."

Existing e-entrepreneurs and those starting online businesses can take advantage of this and other free lunch-time and evening workshops by simply signing up at www.inspireebusiness.bm.

Upcoming seminar topics include: Processing Online Payments and Cybersecurity, Finding Financing for Your Business, and How to Build your e-Commerce Presence – Websites 101.

To register, go to www.inspireebusiness.bm, email orchester@bedc.bm, or call 292-5570.

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