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## First Ever OWA Professional Development Webinar

The Optical Women's Association will host its first ever online professional development workshop, a new benefit offered by the OWA. The webinar takes place **Thursday, January 13, 2011**; Noon Eastern (11 AM Central, 10 AM Mountain, 9 AM Pacific). There is no charge for OWA members; a \$35 fee for non-members applies. Advance Registration is required. Please visit [www.opticalwomen.com](http://www.opticalwomen.com) to register.

The webinar topic is **Facebook: Yes It's Necessary, and What Your Entire Staff Needs to Know**. Facebook is a powerful tool to strengthen your brand, build customer relationships, and seek prospective clients, if you know how to use it correctly. This first-ever OWA webinar is designed not just for marketers, but also for managers of various departments who need to understand the role of Facebook and how they can use it.

The webinar begins with the basics and ensures marketers and managers are working with the correct business account. Next it will move to what companies should consider posting on their Facebook page. Listen for new ideas and suggestions, and review what other optical companies are doing to successfully use Facebook as a marketing tool. The webinar concludes with a section on Facebook ads, whether they are needed, and if so, how to create an effective and affordable campaign.

The webinar will be led by OWA members Angela Pendergrass and Dani Fralen of The Vision Council.

A telephone and Internet connection are all that is needed to participate. The webinar dial-in and web address will be provided later to those who register now.

Who Should Attend?

- Executives who want to learn why social media is an efficient use of their staff's time.
- Department heads and managers (Sales, R&D, etc.) who need to understand the role they play in contributing content.
- Marketing staff that will coordinate and implement their company's Facebook marketing campaign.



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The Optical Women's Association is a non-profit organization founded in 1997 with the mission of supporting and promoting the professional development of women in the optical industry. Projects and programs include the Star Network Mentoring Program, Professional Optical Women's Workshop (POWW), providing women in the optical industry with personal and professional growth opportunities; networking events at both Vision Expo East and West; and the annual Pleiades award which recognizes and honors individuals who have made a significant difference for women in the optical industry.

The OWA would like to thank its sponsors for their generous support and belief in the OWA mission.

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