

# SOCIAL MEDIA 101

facebook

twitter

LinkedIn

YouTube

flickr

**WHEN:** *Wednesday, September 15, 2010*

**WHERE:** *PIA of VA & DC  
8751 Park Central Dr., Suite 140,  
Richmond, VA*

**TIME:** *9:00 am to 1:00 pm (includes  
working lunch)*

**COST:** *\$30.00 for PIA of VA & DC members  
\$60.00 for non-members*

**Bring your laptops to this workshop and get expert marketing advice on making these social media sites work for you and your agency. Get background information about these sites and find out how to use them to your advantage.**

**Working lunch (provided) includes question & answer period as well as customization of your very own accounts and agency pages.**

**Instructors: John Lusher and Heidi Simpson with Consolidated Construction Services-Roanoke, VA**

**Please use the reverse side of this page to register. Space is limited! Questions? Call 804-264-2582 or e-mail [lori@piavadc.com](mailto:lori@piavadc.com)**



**EDUCATION REGISTRATION FORM**

Course Name: \_\_\_\_\_

Course Location: \_\_\_\_\_ Course Date: \_\_\_\_\_

Mr.  Mrs.  Ms.

Name: \_\_\_\_\_ Designations: \_\_\_\_\_

Name for Badge: \_\_\_\_\_ Agent's License #: \_\_\_\_\_

Agency/Company: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email address: \_\_\_\_\_ Date of Birth: \_\_\_\_\_

**For CIC attendees only** – Is this your first CIC?  Yes  No

<b>Price Guide</b>	
<u>CIC Institute</u>	
Early Registration	\$399 *
30 Days Prior to Institute	\$425 *
<u>CIC Ruble Graduate Seminar</u> \$420	
<u>CISR Classes</u> \$155 *	
<u>CPIA Seminars</u> \$155	
<u>Laws and Regulations</u>	
Member	\$25
Non-member	\$50
• Price Increase effective 2/5/09	
<b>Payment must be received prior to attending the Class or Institute.</b>	

- ✓ **All** that apply:
- I am P&C Licensed
  - I am L&H Licensed
  - I sell Commercial Lines
  - I sell Personal Lines

- ✓ **Only One:**
- I am an Agency Owner
  - I am an Agency Employee
  - I am a Company Rep.
  - I am a Marketing Rep.

Invoice Me  \*\*Charge my credit card (Visa/MC/Amex)

\*\*Please note the following convenience fees for credit transactions: \$3.00 minimum; \$5.50 for CISR and CPIA; \$9.75 for CIC

CC#: \_\_\_\_\_ Exp: \_\_\_\_\_

Name on card: \_\_\_\_\_

Billing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

**Mail to: PIA of VA & DC, 8751 Park Central Dr., Su. 140, Richmond, VA 23227 ~ Fax to: (804) 266-1075 ~ Email to [carol@piavadc.com](mailto:carol@piavadc.com)**

**Cancellation Policy:** PIA reserves the right to cancel programs for insufficient registration and will give as much notice as possible if we do cancel a program.

**Attendee Cancellation Policies:**

**CISR and CPIA Classes:** within one week of class: 50% penalty to cancel; \$25 penalty to transfer to another class; no refund for not canceling and not showing up; no penalties for substitutions

**CIC Institutes:** within two weeks of class: \$50 penalty to cancel; \$25 penalty to transfer to another class; \$100 penalty for not canceling and not showing up; no penalties for substitutions

**CIC Ruble Graduate Seminar:** within seven calendar days of program: \$75 to cancel; \$125 penalty for not canceling and not showing up; no penalties for substitutions

**Other Programs:** within one week of program: 50% penalty to cancel; 25% penalty to transfer to another class; no refund for not canceling and not showing up; no penalties for substitutions

**Errors and Omissions:** Members registering for an advertised **FREE** E&O Seminar will be asked to provide a credit card number to secure your place in the course. If you cancel within one week of the program, or do not show up, a \$25 penalty will be charged to your credit card; no penalties for substitutions.

**Disabilities:** In accordance with Title III of the Americans With Disabilities Act, we ask that registrants to advise us when registering of disabilities, as well as any necessary accommodations.