

# Building a Web Presence that Pays



## Online Training Series

Canadian Booksellers Association, in partnership with Retail Council of Canada and WSI are excited to present an online training series with 5 sessions which will show you how to use online tools and your website to grow your business!

**5 Webinars for \$250.00 + Tax (Includes 1 year Introductory Membership with Canadian Booksellers Association)**

Please indicate the webinar dates you would like to participate in:

- |   |   |
|---|---|
| <input type="checkbox"/> <b>JULY 21<sup>st</sup></b>      | Introduction to Internet Marketing: Moving Offline to Online  |
| <input type="checkbox"/> <b>AUGUST 18<sup>th</sup></b>    | Building Targeted Traffic: Turning Visitors to Customers      |
| <input type="checkbox"/> <b>SEPTEMBER 15<sup>th</sup></b> | Reaching and Retaining Your Customers through Email Marketing |
| <input type="checkbox"/> <b>OCTOBER 13<sup>th</sup></b>   | Understanding Social Media and Advertising Online             |
| <input type="checkbox"/> <b>NOVEMBER 3<sup>rd</sup></b>   | Is E-Commerce right for your Business?                        |

**TIME**  
Wednesday  
CMT 11am-12pm  
PST 10am-11am  
EST 1pm -2pm

### Registrant Information:

Please complete a separate form for each participant and fax it to 416-467-7886 or e-mail it to [cspencer@cbabook.org](mailto:cspencer@cbabook.org)  
You will receive a registration confirmation e-mail with a link to the webinar and event details prior to each webinar

Are you a member of Canadian Booksellers Association?  Yes  No

Company Name \_\_\_\_\_

Name \_\_\_\_\_

Title \_\_\_\_\_ Phone \_\_\_\_\_ Ext. \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_

Province \_\_\_\_\_ Postal Code \_\_\_\_\_ Email \_\_\_\_\_

What Type of Bookseller Are you?  Trade  Campus  Specialty  Chain

What are your total annual sales, less computer hardware and software?  Less than \$150,000  \$150,001 - \$ 300,000  \$300,001 - \$450,000  
 \$450,001 - \$600,000  \$600,001 - \$1,000,000  \$1,000,001 - \$2,000,000

Make a Payment:  Amex  MasterCard  VISA

**\$250.00** = Sub-Total  
\_\_\_\_\_ = 13% HST (Only New Brunswick, Newfoundland & Labrador, Ontario)  
\_\_\_\_\_ = 12% HST (Only British Columbia)  
\_\_\_\_\_ = 15% HST (Only Nova Scotia)  
\_\_\_\_\_ = 5% GST (Rest of Canada/U.S. — GST#104498688)  
\_\_\_\_\_ = Total

Credit Card # \_\_\_\_\_ Expiry Date \_\_\_\_\_

Name on Card \_\_\_\_\_ Signature \_\_\_\_\_

For More Information Contact: Carol Spencer at 416-467-7883 or 1-866-788-0790 ext. 221 [cspencer@cbabook.org](mailto:cspencer@cbabook.org) or fax to 416-467-7886



### Registration Policies

Registration orders will not be processed without full payment. Payment must be made by credit card in Canadian dollars only. Receipt of payment will be mailed to you. You will receive a registration confirmation e-mail with a link to the webinar and event details prior to each webinar. Canadian Booksellers Association reserves the right to cancel this event and will only be responsible for refunding registration fees. The one-year introductory membership is available one time only. CBA reserves the right to approve all applications before processing. Membership is non-transferrable and non-refundable.