

BOTTOM LINE



Social Media Basics

Monday, August 16th 2 - 3:30pm

Overwood Restaurant

220 N Lee St, Alexandria, VA

- What value does Social Media offer retail businesses and the restaurant industry?
- How does a restaurant use Facebook, Twitter, and other applications to improve the bottom line?

Join us for a complimentary seminar and walk away with the short list of what you need to know to use Social Media to **raise your profits.**

THE PANELISTS



ALLISON DONOVAN -- Founder – SIDEWORK MARKETING

Allison has 20 years of experience in the local market, having worked with Great American Restaurants, Think Food Group, Austin Grills and launched the Fishbowl local email product for independent/small chain restaurants. Outside the DC market, Allison has also worked for Bradley Ogden (Larkcreek Inn), and Roxanne's Restaurant (four star RAW restaurant)

JULIEN RECOUSSINE-- Publisher – CORNERDISH

After a brief career as a pastry chef, Julien worked in restaurant marketing for over 15 years with companies like Entertainment, Fishbowl, Livebookings, Rainbow Rewards and local newspapers. In 2007, Julien founded Flavor of Seattle, a marketing alliance for Local restaurants in Seattle, WA.

JULI MONROE- Coach/Trainer – 1 TO 1 DISCOVERY

With six years of networking and sales experience, Juli is a networking and social media coach and helps small business owners grow their business through effective networking and social media. A particular area of expertise is in helping restaurants grow their clientele through social media.

SEATING IS LIMITED, Please RSVP to jrecoussine@fishbowl.com

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