

# Build Relationships & Business Online

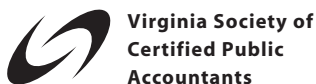


**Tina Lambert, CAE**, is the vice president of member & public relations of the VSCPA. At the VSCPA, she oversees member and public communications, the CPA image campaign, media and public relations activities, and leads strategies for the VSCPA's community service programs, including its award-winning financial literacy initiative.

Embrace the professional opportunities presented by social media with the VSCPA In-House CPE & Training Program. Let **Tina Lambert, CAE**, help you keep up with the rapidly-developing world of social networking in business.

Add this **one-hour** session to any in-house option to maximize the value of our visit. Discuss client and employee communication with your team, while you learn to represent yourself and your firm or company online in a positive manner:

- Use social media to build valuable relationships in new ways
- Gather tools and tips to get started and use technology in a positive manner
- Get dos and don'ts of representing yourself, and your business, online
- Attract and communicate with clients and talented new employees
- And more



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