

**GET YOUR
BUSINESS
ONLINE**

with **Google**

PUBLIC WELCOME

How to Reach Customers Online with Google

As part of the *Lunch 'n Learn* Educational Program Series brought to you by Juneau County UW-Extension

Insights into Google the Company

Thursday August 30, 2018

11:30-1:15 p.m.

Dept. of Human Services, 200 Hickory St., Room 209, Mauston, WI



Dave Meyer
Trainer
Google Partners

Dave Meyer is a speaker for Google's Get Your Business Online program. He has more than 20 years of experience in marketing and communications and has presented digital marketing topics to thousands of people across the U.S. and Canada. Dave's presentations include more than 300 webinars on topics like SEO, advertising, content marketing, and sales strategy. Dave was named 2016 Entrepreneur of the Year by the TwinWest Chamber of Commerce in Minneapolis, and has been recognized by organizations including the International Association of Business Communicators (IABC), the Association of Builders and Contractors (ABC) and many others as a thought leader in marketing and communications.

Dave has a BA in Journalism and an MBA in Venture Management (Entrepreneurship) from the University of St. Thomas in St. Paul, Minnesota. Dave's company, BizzyWeb, helps hundreds of clients Generate Buzz Without Getting Stung!

You will learn

- **An Update and Insight into Google**
- **Update on Trends in Online Success**
- **Tips on Measuring Online Successes**
- **How to Generate Buzz without Getting Stung-(trade mark of BizzyWeb)**
- **What is Google Analytics? Trends, Useable Applications**
- **Technology question and answer dialogue session**
- **Entrepreneur Successes--The Trials and Tribulations of an Entrepreneur of the Year**
- **Learn how customers find your business online**
- **Best Practices for creating a free Google My Business listing and advertising your business on Google**
- **Promote your online presence using a free business listing and search engine optimization (SEO) techniques**



As the Community Resource and Economic Development Agent for the University of Wisconsin-Extension in Juneau County, Kirking works with communities, organizations, and business and industry in the areas of strategic planning, economic and business development, strategic problem solving, new business startups, and other services to help them in their development and in maintaining a competitive advantage in the marketplace. Kirking coordinates the *Lunch 'n Learn* Professional Development Series, Advanced Leadership Program in Juneau County and served as the Co-Chair of the Leadership Wisconsin International Seminar as well as other educational and experiential learning opportunities. He has extensive work experience with entrepreneurs and has helped over 500 start-up companies in western Wisconsin. He has presented his work on rural development and entrepreneurship internationally as well. Kirking was recognized for his Rural Development work in 1999 for having one of the top rural development initiatives in Wisconsin by then Governor Tommy Thompson. Kirking is a certified Achieve Global facilitator, is a Dale Carnegie Graduate Assistant, and has completed the full Covey 7 Habits coursework.



Gary Kirking
Juneau County UW-Extension
Community Resource Development Educator
Advanced Leadership Program Facilitator

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RSVP by Tuesday, August 28, 2018 4:00 p.m. / gary.kirking@ces.uwex.edu / 608-847-9329

Adults \$15 - Students \$10 Includes lunch and program. / Make checks payable to Juneau County Treasurer

[Pre-registration is appreciated due to limited seating and meal planning.](#)