

Future Media Concepts Announces Social Media Workshop

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Future Media Concepts is pleased to announce a unique social media workshop for business professionals. Richard Harrington, CEO of visual communications firm RHED Pixel, will be presenting "Social Media for Business Professionals" at FMC's Washington D.C. and New York branches on March 9th and 10th, 2010, respectively. Harrington is an expert in communication strategy, motion graphic design, digital video and project management.

New York, NY - Future Media Concepts (FMC), the premier authorized digital media training organization for postproduction, broadcast, and content creators, is pleased to announce a unique social media workshop for business professionals. Richard Harrington, CEO of visual communications firm RHED Pixel, will be presenting "Social Media for Business Professionals" at FMC's Washington D.C. and New York branches on March 9th and 10th, 2010, respectively.

Harrington is an expert in communication strategy, motion graphic design, digital video and project management. He has gained international recognition through the co-authoring of several publications, including Producing Video Podcasts, Photoshop for Video, and official books for both Apple and Adobe. He has also helped numerous profit and non-profit groups develop communication outreach programs. Harrington's specialized workshop is geared to educate business and communications professionals on how to reach potential customers and keep them engaged by correctly utilizing the all-encompassing, unlimited features and tools of social media networks, including Facebook, LinkedIn and Twitter.

"Social Media technology is the web's greatest evolution over the past ten years," says Harrington. "Professionals must learn how to create interesting content and engage their audience if they want to see genuine results. It is essential to know the ins-and-outs of the most current and popular social media sites to implement an effective business strategy. I look forward to hosting this workshop alongside FMC to help professionals identify the correct, cost-effective ways of keeping clients engaged and reaching new customers."

"Following the success of Richard's social media workshop at last year's NAB conference, FMC is thrilled to once again offer 'Social Media for Business Professionals,'" says Ben Kozuch, president and co-founder, FMC. "His engaging and innovative workshop gives professionals the opportunity to network with peers, while simultaneously building a solid foundation for leveraging social media networks for business endeavors. Professionals are sure to gain valuable insight from this innovative workshop."

Social Media for Business Professionals Workshop Details

This hands-on, alternative workshop will touch upon all aspects of social media outlets and tools, and will provide students with practical advice that can be implemented into everyday business ventures. It will demonstrate how to efficiently use social media tools, resulting in increased resonance and interest from current and perspective clients with the potential to attract new business. Session topics will include:

- * Creative utilization of Twitter to share news and reach out to current and potential customers.
- * Correct organization of corporate Facebook accounts, including video content, photos and information.
- * Utilizing LinkedIn to update leads and attract business.
- * Creating unique blog posts and content that resonates with potential customers.

The workshop will be offered at both Washington D.C. and New York branch locations. The

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FMC Washington D.C. office is located at 1627 K Street NW, Suite 900; and the New York City office is located at 299 Broadway, Suite 1510. Both workshops will take place from 6pm to 9pm for a minimal cost of \$199. Registration is required as attendance is limited. For more information, please visit FMC's website.

About Richard Harrington

A certified instructor for Adobe and Apple, Richard is a practitioner and expert in motion graphic design and digital video. Starting his career out in the world of broadcast journalism, Richard has always had great interest in visual communications. Known for his producing skills, AV Video Multimedia Producer Magazine named Harrington one of the industry's Top Producers. Richard is a member of the National Association of Photoshop Professionals Instructor Dream Team, and a popular speaker on the digital video circuit. He has chaired the National Association of Broadcasters conferences since 2003. Richard is an internationally published author. His book, Photoshop for Video, was the first of its kind to focus on Photoshop's application in the world of video. He is also a contributing author for Apple's Aperture, iLife '09 and iWork '09, Final Cut Pro On the Spot, Video Made on a Mac, From Still to Motion, and Producing Video Podcasts.

Future Media Concepts:

<http://www.fmctraining.com>

About Future Media Concepts In 1994, Jeff Rothberg and Ben Kozuch launched Future Media Concepts as the world's first Avid Authorized Training Center. Over the years, FMC expanded its curriculum to become the nation's premier digital media training organization, representing the leading software manufacturers, including Adobe, Apple, Autodesk, Avid, Boris FX, Digidesign(R), NewTek(R) and Softimage(R). In addition, FMC is a leading producer of educational-rich conferences and expositions for the production and postproduction industries including the NAB Post|Production World Conference in Vegas. FMC has established state-of-the-art training centers in New York, Boston, Philadelphia, Washington DC, Orlando, Chicago and Dubai, with onsite training worldwide and Online courses available to users anywhere. For more information regarding classes and upcoming events please visit the website.

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