



FOR IMMEDIATE RELEASE ---

Contact Info:
Timothy Lam, Director
702.947.7200, ext. 201
tlam@tiso.com
www.tiso.com

The International School of Hospitality Launches Social Media in Business Applications Online Workshop

Las Vegas, May 14, 2010 – The International School of Hospitality (TISOH) today announced a new, 10-module workshop titled “Social Media in Business Applications.” To meet the needs of a more diversified audience, the course is offered online. It was designed for those involved in business marketing and entrepreneurs who are interested in learning how to harness the power of social media for marketing and public relations. The workshop teaches the mechanics and applications, as well as providing actual instructions. Participants will have an opportunity to create or upgrade their own sites. The program is suitable for beginning and intermediate users with tips and tricks for those more advanced. The developer and presenter is Patti Shock CPCE. Professor Shock speaks widely on social media to national associations and conferences.

"Social Media isn't going away," says Patti Shock CPCE, "it will only evolve in ways that are unimaginable. Now is the time to catch up and make you more marketable, instead of left behind."

“Social media is no longer a marketing option, but rather a necessity for effectively reaching target audiences,” said Timothy Lam, the Executive Director of the school. “This program discusses numerous social media websites as well as applications to allow participants to make their own decisions on what suits their purposes best.” By design, the online program allows participants to enroll and commence studies whenever they wish. The system is available 24/7 for participants to work at their own pace. With a month’s time as allowance to complete the program, unparalleled access is provided.

Program delivery is via the school’s proprietary Adobe Acrobat Connect Pro platform that allows for audio/visual PowerPoint presentations. Modules include a social media overview, discussions on how to take advantage of Twitter, Facebook, blogging, LinkedIn, Plaxo, wikis, YouTube, Flickr, Second Life, web utilities and the development of an integrated social media marketing plan.

Students who complete the program will be awarded a Certificate of Achievement from the Hospitality Outreach Division of The International School of Hospitality.

For more information and to sign up online, please go to <http://www.tisoh.com/workshop.asp>

About The International School of Hospitality (TISOH)

The International School of Hospitality (TISOH) was founded in 2005 by professors from the University of Nevada, Las Vegas. The mission of the school is to offer practical, short-term hospitality training programs developed for industry by industry. Along with class instruction, most courses include site visits and working internships. The school curriculum includes conference management and event planning, meeting & event catering, event design & production, hospitality leadership and supervision, wedding coordination and design, the art of concierge, art of food and beverage, hotel operations and hospitality human resources. Students may elect to study on site or enroll in TISOH's online courses. The school is an Academic Partner of the American Hotel & Lodging Educational Institute.

For more information, contact The International School of Hospitality at 702.947.7200 or visit www.tisoh.com.

TISOH can also be found at:

<http://twitter.com/tisoh>

<http://theinternationalschoolofhospitality.blogspot.com/>

<http://www.facebook.com/?ref=logo#!/group.php?gid=61616467750>

###