



YachtWorld Seminar

Early registrants will receive a personal evaluation card of their company website,
social media presence and overall digital footprint.

Thursday, October 12, 2017 • 8:00 a.m. to 4:00 p.m.

Oakland Yacht Club

1101 Pacific Marina
Oakland, CA 94501

\$25 for CYBA Members



10 Points for Certified Professional Yacht Brokers



AGENDA:

8:00-9:00 a.m.	Registration & Continental Breakfast	Sponsored by YachtWorld
9:00-9:30 a.m.	State of the Industry	Katy Judge, YachtWorld
9:30-10:00 a.m.	CYBA Forms Introduction	Nick Friedman, CYBA
10:00-10:50 a.m.	Interactive Session	Rotation 1
11:00-11:50 a.m.	Interactive Session	Rotation 2
12:00-12:50 p.m.	Lunch	Sponsored by Twin Rivers Marine Ins.
1:00-1:50 p.m.	Brokers Insurance Update/Brokers Education	Rotation 4
2:00-2:50 p.m.	Interactive Session	Network with other attendees, spend more time with experts.
3:00-4:00 p.m.	Open Floor/Networking	

Interactive Session Details:

8-10 people per roundtable (each attendee is placed into a group upon sign up).
Attendees rotate through 4 interactive sessions.
Each interactive session includes 20 min. presentation, 30 min. hands on/Q&A. 10 min. to rotate to next session.

Topics include:

- Social Media - How Facebook, Instagram and Pinterest can reach more prospects (YW expert)
- BoatWizard - Tips and hints for using, getting more from BW (YW expert)
- Website Best Practices - How to optimize your site for search engines (YW expert)
- Sponsored Topic - Insurance - Twin Rivers Marine Insurance (Gary Clausen)

Please Print:

Attendee: _____ Company: _____

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Attendee: _____ Company: _____

Attendee: _____ Company: _____

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**Either Scan & Email to Don@cyba.info, Fax to (775) 353-5111 or Mail to:
CYBA • 3545 Airway Drive, Suite 112 • Reno, Nevada 89511-1847**