Wylie Blanchard

Use Technology as a tool to Amplify your Expertise & your Business

Getting them to "Click Here"

How to use your Website to Attract and Retain Customers

You have a unique and wonderful business and now you need a website that helps you meet your business goals. In this program we're not talking about website design, we're discussing how you can transform your website into a tool to attract customers, convert web activity into business activity and define what's fact and what's hype about SEO.

- Learn when you should and when should not have a blog
- Implement processes to convert your web activity into mobile web activity
- Search Engine Optimization: What is fact and what is fiction
- Find out how to measure the effectiveness of your business website

LET'S TALK SMAC
Social Mobile Analytics Cloud

Business Technology Speaker
Wylie Blanchard

Let's Talk SMAC

How Social, Mobile, Analytics and Cloud Technologies are Reshaping Business

Discover how emerging technologies, such as Social Media, Mobile apps/devices, Analytic Web tools and Cloud Computing, are transforming how organizations set and achieve business objectives. In this idea packed program Wylie Blanchard shares 4 strategic tools that will empower you to put the internet to work for your business.

- Learn how to best use social media to drive your organizations' efforts
- Mobile management systems, enterprise application stores and mobile collaboration
- How online activity happens, how to identify it and how to put it to work for your business
- Identify more opportunities to get into new business that others haven't discovered yet

Wylie Blanchard is a Web Strategist, Database Developer and IT Consultant. He's passionate about bettering the lives of working professionals by educating them on how to use technology as a tool to amplify their expertise and business lives.

As an Information Technology Leader he has over a decade of management and software analysis experience, holds several certifications in SQL and Oracle systems and has developed a reputation for explaining technical concepts in ways, which non-technical audiences can make informed and timely decisions.

WHAT PEOPLE ARE SAYING

Your presentation was not only timely but very entertaining.

- Carol Henry, Hispano-American Club

Great learning experience for me as well as my colleagues.

- Ursula Bowdry, HealthCare Consortium of IL

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Use Technology as a tool to Amplify your Expertise & your Business

Business and Information Technology

Today, more than ever before, independent business owners and organizational leaders need to understand the advantages of integrating technology into their business. Leaders need to have an understanding of the technology currently available to them, what it can do for them now and in the long-term and how they can maximize the full potential of their current tools. Being passionate about this subject, Wylie actively researches the business impact of current trends in the information technology industry and actively shares how professionals can utilize technology to improve their business lives.

Let's Talk
Social
Mobile
Analytics
Cloud

The Cloud Watching Strategy

What Independent Business Owners need to know about Cloud Computing

This session teaches the "3 C's of Cloud Computing" which helps you identify how your small business can streamline operations and compete with larger organizations. Learn the Cloud Computing fundamental concepts; terminology and definitions; types of cloud platforms, services, and products; how to start using available applications to amplify your business.

• Learn what the "Cloud" really is – It's advantages & benefits
• Gain more flexibility to get into new businesses with faster deployment
• Identify the cloud services and products that are available to your independent business
• Leverage your business documents by making them ready and available to you whenever you need them
• Learn how you can automate repetitive online business tasks for your small business

INTERNET MYTH #1
~~If You Build It They Will Come~~

Buisness Technology Speaker
Wylie Blanchard

Internet Myth #1 If You Build It They Will Come

How to Determine the Effectiveness of Your Business Website

Measuring the effectiveness of your business website is a very important question for entrepreneurs who are working to bring in new business through the Internet and online activity. In this workshop we discuss Web Analytics. What is it, how you can use it, how it benefits your business and what tools are available to you now.

• What is Web Analytics: What it can do, What it can't do and why it's great for your business
• Learn how Online Activity happens
• Demonstrate how your website meets established business goals and your customers' needs
• Enable stakeholders and content owners to measure the success of their online content

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