

# NETWORK & LEARN



Join us on:  
**January 17**



## The Business Link's Monthly Networking Event

**Speaker:** *Mack D. Male -  
Software Engineering Manager for Questionmark Computing*

**Topic:** **Why Blogs Matter**

Social networking sites like Facebook, Twitter, and LinkedIn seem to get most of the attention these days when talking about social media, but don't forget about blogs! You should always pick the right tool for the task at hand, but blogging should definitely have a prominent spot in your toolkit.

Mack will discuss:

- What is a blog?
- Why are blogs the stars of social media?
- Best practices for blogging

**Date/Time:** **Tuesday, January 17, 2012**  
2:00 pm – 4:00 pm

**Location:** *The Business Link Business Service Centre*  
10160 – 103 ST NW Edmonton, AB T5J 2X6

For further information on **The Business Link's** Monthly Networking Events in Edmonton, contact Jean-Jacques Mitakaro at 780 644-1700 or via E-mail at: [jean-jacques.mitakaro@canadabusiness.ab.ca](mailto:jean-jacques.mitakaro@canadabusiness.ab.ca)

[www.canadabusiness.ab.ca](http://www.canadabusiness.ab.ca)

Stay connected and join us on:

