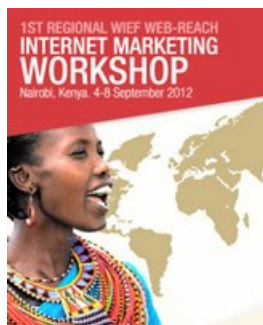


# WIEF hosts Web-Reach Internet Marketing Workshop

The World Islamic Economic Forum (WIEF) Foundation is to host the 1st Regional Web-Reach Internet Marketing Workshop in Nairobi, Kenya from 4-8 September 2012. The workshop is aimed at helping women entrepreneurs in the African continent to increase online presence and enhance their market reach, both local and international.



[click to enlarge](#)

Created under the WIEF Businesswomen Network (WBN), the workshop is:

- An avenue to facilitate women business owners to create and enhance their online presence
- A platform for exploring business potential through online tools and expand market outreach
- A hands-on engagement to learn new techniques to make business more effective

Following the success of the 1st Web-Reach Internet Marketing Workshop in Malaysia, WIEF will be rolling out the initiative outside the region.

The five-day workshop provides step-by-step guidance on usage of various Web2.0, social networking tools and internet marketing strategies that are most effective for marketing business online.

## Outcome/benefits:

- There is no registration fee and meals are provided throughout the five-day workshop
- Participants will be provided with a Participant Pack which includes the workshop module
- Diverse networking opportunity with various business owners
- Increase in sales leads and inquiries from online sources
- Expand market outreach to new areas and customers
- Establish an online profile that is presentable and enhances overall company image
- Knowledge and guidance on online marketing and social media marketing
- Increased visibility to existing and potential clients
- Strengthening of company profile

The application form is available for download at WIEF official website, [wief.org/wief-businesswomen-network/20/#](http://wief.org/wief-businesswomen-network/20/#). Seats are limited so register now. Deadline for registration closes on Wednesday, 8 August 2012.