



## Charleston County News Release

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# Expert to Share Online Success Tips for Businesses at June 17 Seminar as Part of Charleston County Small Business Week

Register in advance for the free workshop at [www.charlestoncounty.org/sbe](http://www.charlestoncounty.org/sbe)

Small business owners will once again have the opportunity to learn how to be successful during a free seminar on Monday, June 17. [Charleston County Government's Small Business Enterprise \(SBE\) Program](#) will host the seminar, which will be held from 4-7 p.m. in the County's Public Services Building located at 4045 Bridge View Drive in North Charleston.

Special seminar instructor will be Karan J. Sorensen, President of Sorensen Strategies, LLC, a strategic management consulting firm specializing in technology solutions and driving profitable growth and operational excellence for corporate clients. Attendees will receive certificates and will be qualified to attend a second-level technology workshop to be announced in the near future.

### The topics covered will include:

- *Plugged In...the Who, When, Where and What is Going On in Business*
- *Social Media (the good, the bad and the useful)*
- *Online Sales and Marketing (options, pros and cons)*
- *Your Website (brand, image, commerce, to blog or not to blog)*

"We are so pleased and excited to have secured Ms. Sorensen to teach this special seminar," said Susan Hogan, who manages [Charleston County Government's SBE Program](#). "She has served as a VP and Chief Information Officer for Fortune 500 companies across multiple industries. An accomplished 'technopreneur,' she also serves as a board member and advisor for technology start-ups, colleges and universities. This will truly be an excellent opportunity for small business owners."

### Those wishing to attend are encouraged to sign up in advance to ensure the availability of materials.

- Online at [www.charlestoncounty.org/sbe](http://www.charlestoncounty.org/sbe)
- By phone at (843) 958-4753

For more information on [Charleston County Government's SBE Program](#), contact Hogan by phone at (843) 958-4765 or by email at [shogan@charlestoncounty.org](mailto:shogan@charlestoncounty.org).

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- written by Jennie Flinn -