



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

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
- 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.

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- written by Jennie Flinn -