

# e-SEMINARS

Insights for Yacht Sales Professionals



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## Industry Expert

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### Remember:

Participants in any  
YBAA/CPYB e-SEMINAR earn  
3 CPYB  
Rectification  
Credits!

**When:** Wednesday, December 12th at 12:00 - 1:00 pm Eastern

**Where:** In the comfort of your own office, home, etc ... call-in instructions will be emailed to you after you register.

**Who:** This e-SEMINAR is open to **YBAA member firms and CPYB Designated Yacht Sales Professionals**. Please take note of our new **[Participation Guidelines](#)** before registering. Participation is limited to the first 20 registrants!

### Questions & Suggestions

Do you have any questions about this e-SEMINAR series? Do you have suggestions for future topics or presenters? Contact [Vin Petrella](#), YBAA Executive Director or [Amy Luckado](#).

YBAA Director of Membership Services



### Presented By: Sonya Schweitzer, YachtWorld.com

Sonya is a social media expert with a diverse background in marketing and leading cross-functional teams. Prior to joining Dominion Marine Media, Sonya was the Director of Marketing for The Employment Guide, a division of Dominion Enterprises. Sonya has also successfully run her own business, specializing in integrating new marketing channels and tactics with traditional marketing. Her history also includes employment with AOL and Intersections, where American Express was one of her key clients. In 2013, Sonya will be spearheading the marketing services offering for YachtWorld.

This e-Seminar is open to all YBAA and CPYB yacht sales professionals. YachtWorld's own Sonya Schweitzer (aka Social Sonya), whose presentation were a big hit at this year's YBU events, will discuss the social media "Cheat Sheets" that were just recently e-mailed to all YBU participants. Sonya will be able to briefly describe each of the "Cheat Sheets" and answer any questions that you may have about implementing any of the valuable ideas that Social Sonya has provided. YachtWorld is the 2012 Keel Sponsor of the CPYB program.

### Quick Links

[YBAA Executive Director](#)  
[CPYB Certification Manager](#)  
[www.ybaa.org](http://www.ybaa.org)  
[www.cpyb.net](http://www.cpyb.net)

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## Registration

These e-SEMINARS are FREE to all participants, however, advanced registration is required. Participation is limited to the first 20 registrants. Please review the **[Participation Guidelines](#)**. This e-SEMINAR is for **YBAA member firms and CPYB Designated Yacht Sales Professionals**.

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