

Faculty of Adventure,
Culinary Arts and Tourism
SEMINAR SERIES 11 PRESENTS

Josh Rimer



SEMINAR SERIES 11

TOPIC:

S O C I A L M E D I A

Using YouTube as a Marketing Tool

11

FRIDAY FEBRUARY 1, 2013 • 8:30-10:30am
Mountain View Room | Campus Activity Centre

FREE!

Open to the
TRU Community

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Faculty of Adventure, Culinary Arts and Tourism

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Josh Rimer will present a lively workshop on how you can use YouTube as a tool to speak to and win over customers for your business. Social media is an integral part of your marketing strategy and Josh will present practical ways to create videos to promote your product and increase your sales.

Josh Rimer is a Canadian comedian, video actor, and producer. He is most commonly known for his video work on **YouTube** and is currently a **YouTube Partner**. Rimer currently lives in Vancouver, British Columbia. He produces original comedy and commentary content for his own YouTube channel and also collaborates with a number of other channels. In addition, **Rimer works as a social media marketing consultant and YouTube marketer**, producing training guides and information intended to help businesses and individuals market themselves through social media outlets.