

ISCE

The Institute of Sound and
Communications Engineers

15 March 2012

Park Inn Hotel, Watford

Non-member £170

Member £145

**Three or more persons
from the same company:
10% off each individual fee**

All fees exclude VAT

Using social media for business

**Presenter:
Ivor Kellock**

Ivor Kellock is a visionary. He believes that the way we do business is changing rapidly and he wants to show us how to use social media and the web to our business advantage. He wants us to embrace e-marketing, Twitter, Facebook, ad-words, LinkedIn and all those other buzz words we may have heard about, even use, but do not understand sufficiently well to use to full advantage. Listen to him and you will find how you can use new techniques to build your business. You will leave this one day course with a new outlook.

Ivor Kellock brings you this full day of interactive training showing you how to combine the power of your website with LinkedIn, Twitter, Facebook and Youtube.



Training Courses

You will learn:

- how to leverage the power of the internet effectively with an integrated online marketing approach designed to raise your profile and bring you more contacts to which you can sell your services
- how to create compelling sales messages, attract customers and maximise the value of LinkedIn – the most powerful FREE tool available to any business
- why Twitter and Youtube are important and learn about keyword strategy.

Google say that you need to be creating regular updated content and get website traffic from social media sites to get yourself up the page in their search results – Google have more than 70% of the UK search market.

Ivor will guide you through the process so when you finish the day you will be able to create your own marketing machine, attract more customers and ultimately sell your services to more people.

Who should attend?

Anyone involved in the running of their own business, or working in a sales and/or marketing role within their organisation.

Entry requirements

There are no specific entry requirements for attending this course

Certificates

All delegates will receive a Certificate of Attendance and CPD hours will be awarded.

Booking information

15 March 2012

Park Inn Hotel, Watford

Using social media for business

I wish to book

member places

non-member places

Name

Company

Address

.....

Postcode

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Order no

Please reply to

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