

Social Media - Advanced Workshop

London - 16th June and 5th July – 1 day

Aimed at experienced social media managers, this one day workshop takes you well beyond familiar tools and techniques. A maximum of 8 bookings for each advanced workshop ensures plenty of interaction with your trainer, who will provide pre and post-course learning support.

“A strategic approach to social media is essential for brands who want to be part of the conversation in their sector, and here you’ll learn how to maximise the potential of Blogs, Forums, Facebook, Twitter, LinkedIn and more.”

Tim Tucker, Training Consultant, APA

This course covers these Advanced Social Web topics:

- **People's Expectations and Motivations.** The various motivational reasons (Maslow); passive and active people and why they typically converse about organisations.
- **Business Alignment.** How an organisation should be available and accessible to support people across the social web and as an organisation.
- **Multi-channel Approach.** Ensuring the social web supports and is integrated with other communications channels; and the internal business structure needed to manage this effectively
- **Advocacy.** The techniques associated with the organic spread of your content online (word of mouth)
- **Measurement.** Onsite and offsite measurement. What to focus on; how to measure it and how to integrate it all together to derive business value associated with awareness, interest, conversion and advocacy.
- **Emerging Techniques.** These arrive so quickly, however, geo-location channels and ratings technology will be discussed and their business impact assessed.
- **Practical.** Putting it all together in a practical session that provides value to your organisation, and can be continued “back at base”.

Trainer – Karl Havard



Karl has been involved in the online world for 12 years plus and typically works with medium to large organisations (Laithwaites, Bupa, Sunday Times Wine Club, Aviva, The Telegraph, to name a few) to help them to define an approach/strategy which enables them to achieve their business goals and implement an accurate set of measurements so that performance can be tracked at all times.

He is the Founder of pownum and of Somatica Digital, a small but beautifully formed consumer brand trust consultancy. Karl is researching online trust for a part-time Ph.D. He speaks at industry events, and provides training for individuals undertaking various courses (including Post Graduate) provided by Econsultancy, MMUBS and ESCP Europe. He regularly takes part in adrenalin fueled activities, even though he is knocking on a bit he likes to think he can still mix it with the best of them. He lives in Northampton and rides around on his 1965 Lambretta Li150. He’s been married for over 23 years and has four beautiful daughters.

social media strategy and the tools and techniques required to ensure that your clients maximise the potential of social media such as Blogs, Forums, Facebook, Twitter, LinkedIn and more.”

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