



## **Making Business work using Social Media and Online Content**

How to think strategically about your company's business online, using social media and online content led by business and communications leader, Athena Media MD Helen Shaw.

Fee: **€165**

*Please note lunch and parking is not included in price. Parking is available at an extra cost of €10 and must be booked in advance.*

Date: **Full day workshops taking place on Friday 27<sup>th</sup> January and Friday 2<sup>nd</sup> March 2012**

Time: **10am-4.30pm**

Venue: **Adelaide Chambers, Peter Street, Dublin 8**

Each workshop is a full day course aimed at business people looking for insight and guidance in the use of online content, podcasting and social media for business. The workshop will provide up-to-date global trends and information on consumers and digital media and give concrete examples, both Irish and international, of how businesses can exploit online content and social media to improve their business communications, advocacy, marketing and sales. The workshop will be led by leading communications and digital media expert, Helen Shaw, CEO of Athena Media, and will take place in Adelaide Chambers, Peter Street, Dublin 8.

The first half of the workshop is a Powerpoint presentation, showing trends and providing an over-view of social media, digital technologies and online content. The second half of the workshop looks at case studies, both international and Irish, and examines how social media sites like Facebook and Twitter work and how business leaders can best use these specific tools to their advantage. The workshop provides an insight into topical digital media intelligence and lets participants explore key questions facing them in their organisations and helps to find solutions. It is an ideal starting point for any business leader considering using online communications, social media and online content.

### **Course covers:**

- Trends in global communications
- All social media platforms and research relating to their use
- A communications and social media template for businesses
- How to develop your company's strategic thinking and planning online
- Useful online tools for audio, video and content management
- A practical walk through your own company's profile and online life

Cost per participant is €165. This workshop is aimed at those making marketing, communications and public relations decisions for businesses or those running small to medium sized businesses, organisations and projects.

As part of the fee, the resource powerpoint presentation will be emailed to all participants.

**Contact Lisa on +353 1 4883350 or [lisa@athenamedia.ie](mailto:lisa@athenamedia.ie) to book a place on either workshop.**

### **What our clients say:**

*"I found the course well structured, responsive and informative. It was very useful for thinking through an approach to using social media and to identifying the most useful tools to use."* **Niall**

**Crowley - Claiming our Future**

**Social Media for Business Workshop**

*"The course really brought home to me the importance of social media and the need to master them."* **Carol Coulter – The Irish Times**

**Social Media for Business Workshop**

*"It's a must for anyone in the entertainment industry. Because it's too important not to know about it and while this course was certainly full of content it was not intimidating."*

**Jack L – Singer**

**Social Media for Business Workshop**