



Social Media and Online Content for Business

Communications training with [Athena Media](#), presented by Helen Shaw

Fee: €80

Date: Friday, March 5th, 2010, 10am-1pm

Venue: The Digital Depot, Thomas Street, Dublin 8

This is a half day workshop 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 the Digital Depot, the Digital Hub, Thomas Street, Dublin 8, on Friday March 5th, from 10am to 1pm.

Cost per participant is €80. 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.

Contact Anita on +353 1 4885851 or [anita@athenamedia.ie](mailto:anita@athenamedia.ie) to book a place on this workshop.

An information e-booklet will be provided to all participants.

**What our clients say:**

'A concise introduction to social media and plenty of information to follow up on.' Tara Buckley, RGDATA

'I have gained a knowledge of social media and how it interacts – its importance as a news breaker and opinion maker.' Kay Sheehy, RTE

'Excellent course as it give s you a context and understanding of the key issues that you need to consider when you use Social Media.' Joyce O Connor, Digital Hub

'Informative, well prepared, useful.' Noeline Blackwell, FLAC