



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

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

Fee: **€145**

Date: **Friday, September 3<sup>rd</sup>, 9.30 am to 4.30 pm**

Venue: **The Digital Depot, Thomas Street, Dublin 8**

This is a full 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 January 29th, from 10am to 1pm.

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.

Cost per participant is €145. 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. An information e-booklet will be provided to all participants.

**Contact Niall on +353 1 4885851, or [niall@athenamedia.ie](mailto:niall@athenamedia.ie) to book a place on this workshop.**

**What our clients say:**

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

*'It highlighted to all of us how essential it is to keep up with modern media trends'*  
**Jonathan Drennan, Journalist**

*'I think it was really informative and extremely well organised.'* **Mark Pollock,**  
**Motivational Speaker**

*'How to use social media effectively within the individual business, the use of particular platforms to convey particular messages/ideas and the idea of integration and 'sharing' was particularly useful.* **Hilary Barrett, Online Editor**

*'A great insight into the social media domain and a real eye opener as to the impact social media is having on us both personally and professionally.'* **JG Murphy, TV Presenter**

*'It was eye opening. I have discovered a number of potentially interesting tools and managed to overcome my reluctance to engage with social media.'* **Myles Dungan,**  
**Radio Presenter, Producer**

*It very much whetted my appetite to learn more and took away some of the 'fear'!*  
**Niamh Imbusch, Senior Manager, PayPal**