

How can social media benefit your business and connect you to your community?

Digital Communications Workshop

For micro, small and medium businesses

Thursday 26th January 2012, 9am - 12pm at NYBEP, York

NYBEP working in partnership with Digital Footprints invites you to attend a 3-hour workshop on using social media to gain exposure and build relationships with your local community.

- Promote your business and services to the local community
- Share your values through positive stories and start conversations online
- Start and manage a digital campaign using free tools and resources
- Explore creative uses of social media by small businesses
- Offer mentoring and other opportunities to engage young people

This workshop is suitable for SMEs that want to engage with to create better links with the local community and are keen to offer grassroots enterprise opportunities to young people. Your facilitator will provide relevant case studies and expert advice to help you reassess your objectives for going online. You will learn how to publish and share information on the basis of shared values to achieve meaningful outcomes.

"I liked everything about this session because... it is discussing the little things that actually make a difference." (Praise for a Digital Footprints workshop)

Workshop Facilitator: Dr Abhay Adhikari

Dr. Adhikari develops digital engagement strategies for the arts, culture and education sectors. He has a research background in education ICT and has worked on a range of global web-based projects with private, public and voluntary sector organizations including BBC World Service Trust, British Council and Zubaan. He also lectures on themes such as creative audiences and enterprise development, and works with schools on a number of initiatives.

This workshop is part of a series of events taking place during Digital Communications Week, which runs from Monday 23rd to Friday 27th January 2012. For more information visit www.nybep.org.uk

Cost: £100 + VAT per delegate. Light buffet and refreshments will be provided.

To book please contact Ailsa Brown at NYBEP via ailsa@nybep.org.uk or call 01757 703433 or 07824 874216.

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Our vision is to nurture talent for successful futures.