

AM I A TWIT BECAUSE I DON'T GET TWITTER? SOCIAL MEDIA EXPLAINED.	
Executive Summary	<ul style="list-style-type: none"> • What Is Social Networking • Types of Social Media Tools • How can Social Media help my business • Managing & maintaining your Social Networking • Develop a Social Media Checklist
Presenter (s)	<p>Blair Stonehouse Website Architect Social Media Expert</p> <p>Tim Gentle Managing Director Design Experts Web Architect Bachelor of Business / Masters in Multimedia</p>
Length	2 hour
Participant Training Manual	Yes
Ideal Participant	<ul style="list-style-type: none"> • Participants who want to learn more about Social Media and how it could help them
What Participants Receive	<ul style="list-style-type: none"> • Feel more confident about social media tools • Receive a workbook
Purpose	This workshop explains the new world of Social Media, how it all works, how it can help your business and how to manage it all.
Summary	<p>Social media is the latest craze to hit the internet. For some it is a little overwhelming trying to work it all out. This workshop breaks down social media into manageable chunks and explains what it is all about.</p> <p>By the end of the workshop participants will have completed a Social Media checklist that is customised for their business.</p> <p>Participants will have gained a good understanding of:</p> <ul style="list-style-type: none"> • What is Social Networking • Inbound & Outbound Marketing • 3 Types of Social Media • Examples of Social Media <ul style="list-style-type: none"> ○ Face Book ○ Twitter ○ MySpace ○ YouTube ○ Blogs • How it can help my business • How to manage and maintain your social media

Participant Manual	Yes
What we provide	<ul style="list-style-type: none"> • Trained professional from Design Experts team • A customised invite designed with co-branding to promote the workshops • Participant Manuals, handouts • All AV Material, including laptop, projector, internet connection, projector screen • Co-branding on the cover of the manuals (if you choose to have this)
RRP	\$1050 + GST (+ plus travel, accommodation if required) Negotiable 30% deposit required
Downloads	<ul style="list-style-type: none"> • Example Invite • Workshop Summary PDF
Bookings	To book a workshop contact Design Experts.