



Incorporating Social Media into Your Marketing/Networking Strategy Calling for Expressions of Interest

Purpose

Social media sites such as Facebook, Flickr, Twitter, LinkedIn and Youtube are increasingly becoming very effective tools for growing business and reaching a global market. Scanning some of our West Coast websites and it becomes clear that not many of us are getting into this medium. Is this because we don't know how too?

I would like to hear from people who are serious about learning how to use these social networking sites. I am considering organizing a three day workshop tailored to assist those people wanting to learn how to set up and integrate these sites into your marketing. The content will be developed based on the background of those attending and what you are wanting to use it for.

Tutor

I have spoken with tutor David Kinane who is prepared to come from Auckland and take this. David is a leader in technology. While the foundation of his work has been in the education sector, he is now contracting much more widely. I had David here for the last school holidays. He ran a range of workshops for youth and the adult sessions "*10 of the Best*" where he presented a range of free tools to support collaboration, training, file sharing, publishing etc. Have a look at David's website <http://www.dakinane.com>

Date, Time, Venue, Cost

This is proposed to be held between 28 Sept- 1 October. The exact dates, times, venue and cost are to be confirmed.

Who is this for?

This training is being designed not just to come and listen. The intention is that it will be a comprehensive event spread over three days where people attending will learn about the sites, how to use the sites and get this underway.

Registrations of Interest

If you are interested in this event please email jgurden@xtra.co.nz or give me a call on 03 768 5444 to discuss this as soon as possible.

Project Sponsors

This is being held under the West Coast ICT Uptake Project.

Jackie Gurden – West Coast ICT Uptake Project



KARORO LEARNING