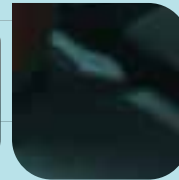
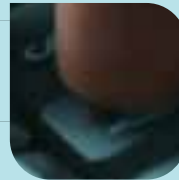
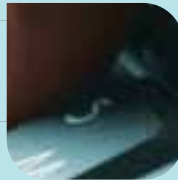
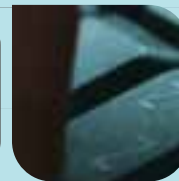
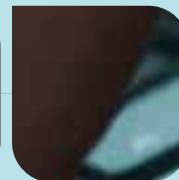


GETTING A HANDLE ON SOCIAL MEDIA

IN JUST
4 HOURS



SOCIAL MEDIA ORIENTATION : powered by



PURPOSE

Understand the basics of social media and what it means to your brand / business

OUTCOME

YOU WILL:

- See what social media is and where it fits into the business landscape
- Understand the implications for your organisations communication strategy
- Gain confidence in navigating the languages and tools of the 21st century online experience

NO GEEK-SPEAK – JUST PLAIN ENGLISH

WHO WILL BENEFIT FROM OUR TRAINING?

Marketing directors

Marketing professionals

Brand managers

Marketing co-ordinators

Marketing project managers

PR professionals

Anyone wanting an understanding of the social media space

Any C level manager (CEO, COO, and CFO) who wants to understand the opportunities social media brings to the business

In only 4 hours we'll give you an orientation of the four broad axes of the social media landscape

- Conversation
- Participation
- Sharing
- Publishing



All of
this in
4 hours

You'll get

- An introduction to social media
- An insight into what social media is and how it evolved
- An overview of social media tools (Facebook, LinkedIn, YouTube, Twitter - and others) and where they fit in
- Identification of a few sites that are important to you & your business
- A look at the future - Building online communities through social media
- 1 case study

AT YOUR OFFICE

We're happy to come to you if you have a team of 5 or more that need the financial social media orientation magic. Our experts will tailor the course to suit your needs

WHAT'S INCLUDED?

- Trainers who know what they're talking about
- Course material
- Knowledge that informs action

Call and book a social media orientation course – **Ingrid on 083 447 3438** or **Gavin on 083 459 5363** or **0860 787 862**

FEES AND PAYMENT

R1 200.00 per person with a minimum of 5 attendees
For groups over 10 people a discount is offered

ENTERTAINMENT SOCIAL GAMING MMOG VIRTUA
WORLDS RELATIONSHIP BUILDING MICROBLOGGING SOCIA
NETWORKING DISCUSSION RATING / TAGGING WIKI
REVIEWS RECOMMENDATIONS COLLABORATIVE ARTICLE
FILTERING CONTENT DISSEMINATION / DISTRIBUTION COMMERC
VIDEO SHARING PHOTO SHARING CONTENT PUBLISHIN
LIFESTREAMING BLOGGING SHOPPING AUCTION

ABOUT THE FINNATICAL TRAINERS

INGRID LOTZE

Ingrid is the MD of puruma, co-founder of finnatical and is passionate about all things communication. She is a regular conference speaker and trainer.

GAVIN MOFFAT

Gavin is the resident director of common sense at puruma, co-founder at finnatical and has been known to pothole spot for business. He enjoys a little workshop facilitation and does the occasional speaking engagement.



T'S AND C'S

Cancellations or postponements of confirmed bookings attract a cancellation fee as follows: A cancellation or postponement of a confirmed booking more than 14 days in advance attracts a 50% cancellation fee. Cancellation or postponement of a confirmed booking 14 days or less before the confirmed date attracts a 100% cancellation fee.

Training fee to be paid in full prior to training commencing. In the event of an attendee not arriving for the training no refund will be provided.

Requests to postpone the training must be received in writing 5 full working days prior to the course taking place. Cancellation and postponement fees will apply.



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www.finnatical.com