

FSPA Seminar:

Social Media - The Business Benefits

Tuesday 24th August - FSPA HQ



FREE to FSPA Members - perfect for any marketing, comms and digital media employees

Ever keen to provide members with informative free seminar days, the FSPA has invited two highly acclaimed digital experts to provide you with different insights into the customers perspective of various social media, and how your company can best utilise this fast-growing media to gain a competitive advantage. Members can attend one or both sessions free of charge, including an industry networking lunch.

10.00am - 1pm

**Step into Social Media
- Sue Anstiss**

The seminar session, led by Promote PR's social media expert Sue Anstiss will present on the latest social media, providing practical guidance for getting started along with both improving and maximising the business benefits of using tools like Twitter, Flickr, blogs, Facebook, YouTube and LinkedIn, using various examples and case studies.

Networking Lunch

1.45pm - 3pm

**An Insight into the Customer's
Perspective - Gavin Williams**

- 1 What is the social web, what have we learnt from it?
- 2 Is access to information really changing the behaviour of consumers?
- 3 Social Commerce case studies: Which brands are making it work and how are they doing it?
 - Selling goods
 - Customer Service
 - Building brands
- 4 How can organisations embrace the new tools for their competitive advantage?
- 5 Technological Innovation and the spread of the social web, what's next? - "Transforming information production and markets"

CLICK HERE to register your interest for one or both sessions



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