

22nd March, 8am – 3pm
Metropolitan Hotel

Social Media Marketing Boot-Camp

Insider knowledge and a practical guide to leveraging social media to maximize marketing efforts and drive innovation in organizations

Training Benefits

1. **Discovering** social media marketing trends in the region and beyond
2. **Learning** about new tools to leverage your brand's marketing mix
3. **Determining** rules of engagement and best practices from brands in the region and around the world
4. **Implementing** core set of processes and resources needed to successfully build, launch and sustain a social media strategy
5. **Evaluating** current innovations, solutions and technologies
6. **Monitoring** your brand's online presence and measuring ROI to prove success

“Insightful session, which gave us practical and measurable social media strategy ideas and a clear plan to implement them.”
Cherilyn Tan, CEO, Resonance Consulting

“I am taken by her Social Media prowess”
Mitch Joel, President, Twist Image

“One of the smartest, sharpest young minds we have worked with”
Ashok Lalla, President (Digital), Euro RSCG

Taught by International Specialist:



Akanksha Goel

Founder & Chief Enthusiast
Socialize
www.socialize.ae

A recognized social media specialist and marketing futurist, Akanksha Goel has worked with renowned hospitality brands in Asia and later the editor-in-chief for the world's biggest consumer technology publication in Singapore. She organized Asia's first ever podcamp and was the co-creator of the Digital Media across Asia Wiki.

Akanksha has conducted numerous Social Media trainings and seminars in Asia and UAE and is a reference for Social Marketing in the Middle East for publications and news sites like the Gulf Marketing Review and Zawya, Knowledge@Wharton and Blog Talk Radio.

Named as one of the region's most compelling tweeters, she serves as the Chief Operating Officer for the Sherazade Group and is the founder of region's first Social Media training unit: Socialize.

Social Media Marketing Boot – Camp

Trainer: Akanksha Goel

Course Timings:

Registration will begin at 08:00 and the course will commence at 08:30 and conclude at 15:00. There will be a networking and refreshment break at approximately 10:00 and lunch will be served at approximately 12:30.

Course Outline:

Part 1: An Introduction To The Social Web

1. Reviewing key statistics and Middle East consumer trends
2. Studying the digital marketing landscape and it's impact on corporate communications and media relations
3. Exploring and leveraging key Social Media tools like Facebook, Twitter, LinkedIn and Blogs to optimize your organisation's online presence
4. Key concepts and constructs to connect with customers and what influence means online
5. Discussing how small businesses can capitalize on their size to make the most of Social Media
6. Learning how to draft and publish a social media press release online for free.

Part 2: Social Media Strategy Creation

1. P(eople)O(bjectives)S(trategy)T(echnology) approach to Strategy creation
2. Select channels, venues, and technologies for effective social media strategy implementation
3. Defining success metrics and monitoring your marketing efforts to measure ROI
4. Effectively respond to online critics and emerging reputation management issues
5. Explore the role of the Social Media Employee Policy and see examples of policies created by other companies
6. **Strategy Design Exercise:** The trainer will work through a framework with you and share industry specific ideas to allow you to create a first draft strategy for your business.

Part 3: Real-Life Case Studies And Leadership Branding

1. Introducing The Customer Quadrilogue framework for strategic business involvement

2. Discovering case studies from around the world:
 - a) Middle East brands that have created a measurable buzz online
 - b) Mistakes made by the Fortune100
3. Leadership branding for Executives:
 - a) Using online platforms and tools to monitor your brand equity and build thought capital
 - b) Pitching to bloggers and community influencers, using a successful personal brand.
 - c) Case studies: CEO's aggressively using Social Media
4. Digital outlook for 2010: Trends in Social Influence Marketing

Who Should Attend?

- ✓Marketing executives & Marketing Managers
- ✓Marketing consultants
- ✓Corporate Communications Managers
- ✓Advertising Managers
- ✓PR Executives, PR Managers & PR consultants
- ✓SME Business Development Managers
- ✓Entrepreneurs

Training Investment:

350\$ (USD) per participant
10% discount for attendees who register before 5th March, 2010

Inclusive of training pack and access to resources and 'Social Media 101' Guide.

Contact :

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In association with **Socialize** (www.socialize.ae)