

Putting the Internet to Work



Friday, 12 June 2009, 10 AM – 5 PM

Morning Registration & Coffee **09:30**

Seminar: Building Business through Social Media **10:00**

Lunch Break & Afternoon Registration **13:00**

Seminar: Putting Google to Work for Your Business **14:00**

Costs and Registration

These seminars are designed to be practical and useful for your business, so you are welcome to sign up for the full day or choose a morning or afternoon session only.

FULL DAY: €150.00

HALF DAY: €80.00

Registration is limited to eight participants per seminar to allow personalised, hands-on help tailored to your business.

TO REGISTER please visit:

<http://www.short.ie/12june>

Martina Skelly

<http://www.activate.ie>

Martina Skelly is the Managing Director of online marketing company Activate and is a Google Adwords Qualified Professional.

As the former online marketing manager for the Mercer Accommodation Group, and Account Director at Diginio Marketing, she brings a wealth of in-depth experience to online marketing, SEO and PPC.

Sabrina Dent

<http://www.sabrinadent.com>

Sabrina Dent is a veteran web designer and marketer who has worked with small and medium businesses for nearly 15 years.

She is a noted professional blogger and consultant blog strategist. She frequently appears at conferences and in the press speaking about blogging and social media.

Join us for the full day or choose the seminar that's right for you:

Social media has gone mainstream: everyone has a blog, big companies are on Facebook, and the press can't stop talking about Twitter. But do these tools have value for your business?

Building Business through Social Media

Social media opens multiple doors to low-cost, high-exposure communication and marketing for your business. Join Sabrina Dent as she takes you through choosing which platforms are right for your business, how to communicate effectively within them, and how to analyse the results of your efforts.

This seminar will cover:

- The Whys and How-Tos of blogging for small and medium businesses;
- Understanding and leveraging social networks including Twitter, LinkedIn, and Facebook;
- Tools and metrics for quantifying results from blog and social network campaigns.

The Social Media seminar runs from 10 AM to 1 PM.

Handouts will include a list of essential blogging tools as well as a social media planning checklist.

Google is the #1 source of traffic for most websites today. But how can your business or website be competitive on Google with limited time and an even more limited budget?

Putting Google to Work for Your Business

Most of us know how important Google is for online success, but few of us have a comprehensive strategy to make Google really work for us. Join Martina Skelly as she guides you through planning a campaign with the full Google tool set, from search engine results to Google AdWords and Analytics.

This seminar will cover:

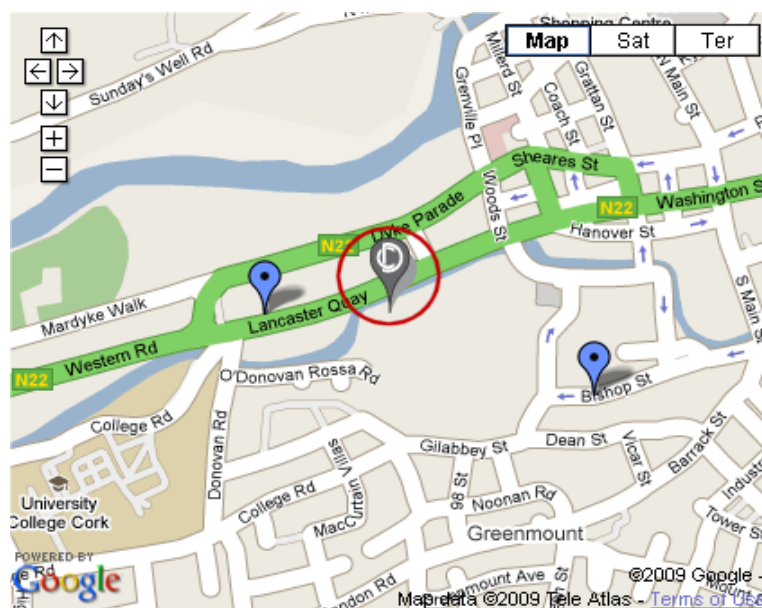
- Safe and effective SEO strategies to improve natural search engine results and rankings;
- Using Google AdWords to run cost-effective PPC (Pay-Per-Click) campaigns;
- Utilizing Google Analytics to pull it all together, monitor results, and calculate ROI.

The Google Tools seminar runs from 2 PM to 5 PM.

Handouts will include a basic SEO checklist and a list of resources to use when planning a PPC campaign.

Joining Instructions: Lancaster Lodge, Lancaster Quay, Cork

Seminars will take place in the conference room at the Lancaster Lodge, located on Western Road next to Jury's Hotel in Cork's city centre. The hotel number is 021 4251125 and their website can be found at <http://www.lancasterlodge.com>.



Parking and WiFi access is provided **free of charge** by the Lancaster Lodge. The cost of lunch is not included in the registration fee, but there are a variety of pubs, cafes and restaurants within a five minute walk of the hotel.

Please bring a laptop with you to get maximum benefit from these seminars. If you do not have a laptop with WiFi, let us know and we will try to arrange to loan you one for the day.

You are also welcome to join us at the end of the day for a swift pint at The Thirsty Scholar across the road. Sláinte!