

Event programme

SOCIAL MEDIA: STRATEGY, TOOLS AND TACTICS

10 November 2015, CIA Offices, Kings Buildings, Smith Square, London, SW1P 3JJ



Who should attend?

This course is invaluable for those with responsibility for those setting communications strategy as well as those responsible for implementing the strategy as well as anyone who may engage in social media on an ad-hoc basis. If you are involved with general, crisis or product communications you will find this course beneficial. Social media is a very powerful tool, however it needs to be used and managed carefully. If you are or plan to use social media to enhance your business or just keeping a watchful eye on what is being said about your company this course is for you.

Why attend?

This course will demystify the world of social media and develop the delegates' knowledge and skills.

During this course, delegates will create a basic social media strategy and learn how to establish or refresh their company's social media presence on the key platforms,

It will include a mixture of theoretical content and realistic exercises, where delegates will work through a real-life scenario, posting updates about an event.

Programme

10.00	Welcome and course objectives
10.15	The benefits of using social media
10.30	The key social media channels
10.45	Social media strategy
11.00	Break
11.15	Creating social media profiles
12.45	Growing your following
13.00	Lunch
13.30	Creating & managing content
14.15	Social media etiquette: hashtags, mentions and retweets
14.30	Evergreen posts: what are they and why are they useful
14.45	A picture paints a thousand words
15.00	The pros and cons of blogging
15.15	Monitoring and analytics
15.30	Dealing with the negative
16.00	Any questions and close

Booking form

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Please complete and return this booking form to secure your place. ONE FORM PER PERSON

Delegate details

Title:	First name:	Surname:
Job title:		
Company:		
Address line 1:		
Address line 2:		
Town:		
County:	Postcode:	
Telephone:	Fax:	
E-mail:		
Booked by:		
E-mail address for receipt/invoice to be sent if different from above:		
Post: Mavis Wright, CIA, Kings Buildings, Smith Square, London SW1P 3JJ		
Fax: 08718 130306 Email: WrightM@cia.org.uk Telephone: 020 7963 6737		

Payment details

<i>Cost per delegate: please tick appropriate box</i>			
<input type="checkbox"/>	CIA Members:	£280 (+ 20% VAT £56.00) =	£336.00
<input type="checkbox"/>	2nd Delegate:	£200 (+ 20% VAT £40.00) =	£240.00
<input type="checkbox"/>	Non Members:	£310 (+ 20% VAT £62.00) =	£372.00
<input type="checkbox"/>	2nd Delegate:	£250 (+ 20% VAT £50.00) =	£300.00
<input type="checkbox"/>	Cheque Please make payable to Chemical Industries Association		
<input type="checkbox"/>	Bank transfer: NatWest Bank plc, Piccadilly and New Bond Street Branch, 63 Piccadilly, London W1J 0AJ.		
Sort code: 50-41-01; Account No 23114193; Swift No: NWBKGB2L; VAT No: 235 5606 66			
Please forward a remittance advice to our accounts department quoting reference: 80509			
Bookings not accompanied by payment must quote a purchase order no:			
Credit Card: Please debit my: <input type="checkbox"/> Mastercard <input type="checkbox"/> Visa <input type="checkbox"/> Amex			
Card No:		Expiry Date:	
Security No: (last three digits on reverse of card)			
Name and address of cardholder if different from above:			

CONFIRMATION

Confirmation of booking/joining instructions will be issued by email.

PAYMENT

Bookings not accompanied by payment (cheque/credit card details) must quote a purchase order number. Cheques and bankers drafts must be in Sterling and should be made payable to Chemical Industries Association. Please ensure that the total amount includes VAT.

Chemical Industries Association bank details:

NatWest Bank plc
 Piccadilly & New Bond St Branch
 63 Piccadilly, London W1J 0AJ
 Sort Code: 50-41-01
 Account No 23114193
 Swift No: NWBKGB2L
 IBAN No: GB04NWBK50410123114193
 VAT No: 235 5606 66

Under UK excise regulations delegates from all countries are required to pay VAT on any course taking place in the UK.

CANCELLATIONS/SUBSTITUTIONS

Substitutions at the same membership level can be accepted at any time. If a booking is cancelled within 14 days of the event, or if the delegate fails to attend the course, the full course fee is payable.

CONTENT

There may be occasions when changes in programme content, speakers, timing and location have to be made for reasons outside our control. CIA accepts no responsibility for the opinions of speakers or any other persons expressed on its courses. In the event that CIA has to cancel a course a full refund will be given. CIA accepts no responsibility for any travel arrangements or cost due to cancellation.

ACCESS REQUIREMENTS

To help us ensure that all delegates attending the event are able to participate fully, please let us know about any requirements you have by contacting events@cia.org.uk.

DIETARY REQUIREMENTS

We always provide vegetarian options at our events, but please inform us if you need us to cater for any other dietary requirements.

DATA PROTECTION

CIA processes the information provided by its members and non-members to enable it to carry out its activities in accordance with its objectives and for its administrative purposes. We may use the information to tell you about our other products and services. We will not make it available to any other person without prior consent from you.