



# Social Media for B2B Organisations

17th July 2018

Manchester Airport Marriott Hotel, Manchester WA15 8XW

## Social media has changed from *'nice to have'* to a vital business tool...

In order to understand and work with this relatively new medium we need to have a clear plan and strategy. This workshop is designed to give you an understanding of what social media can do for your business and some practical exercises to enable you to commence your planning and social media strategy.

Throughout the workshop you will be able to relate the content to your business and work through a series of exercises to start your plan. A thorough review of the key platforms from LinkedIn to YouTube and Twitter to blog writing you will have a comprehensive overview of what's available and how you can use the different platforms to improve your business performance.

### Topics covered will include:-

- The social media landscape
- Social media application and trends
- Assessing the organisations communication needs
- Determining the most appropriate media
- Developing relevant content and reaching the right audience
- Building communities online – the principles of establishing and maintaining an online community
- Developing content that stands out
- Social media engagement and CRM
- Measuring the success of a social media campaign

To book your place, contact **Lorena Stewart**  
by e-mail; [lorena.stewart@ppma.co.uk](mailto:lorena.stewart@ppma.co.uk)  
or call; +44 (0)20 8773 5525



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## PROGRAMME:

9:00am	Registration
9:30am	Introduction / Course Starts
10:45am	Coffee break
12:30pm	Lunch
1:30pm	Course continues
3:00pm	Afternoon break
3:15pm	Course continues

## BOOKING FORM - Social Media for B2B Organisations

I would like to register  delegate(s) for the Training Course on 17th July 2018

<b>COSTS</b>	PPMA Members - £95	<input type="text"/>
	Association Members - £195	<input type="text"/>
	Non-Members - £295	<input type="text"/>
	<b>SUB-TOTAL</b>	<input type="text"/>
	VAT @ 20%	<input type="text"/>
	<b>TOTAL</b>	<input type="text"/>

**TERMS & CONDITIONS:** Cancellations: If you cannot attend, a substitute delegate may attend in your place provided that written notice is given, or contact the PPMA on 020 8773 8111. Refunds of fees cannot be made unless notice in writing is received a minimum of 10 working days prior to the training course. All cancellations will be subject to a 25% (+VAT) fee to cover administrative expenses.

**Important Note:** This booking form constitutes a legally binding contract. It may be necessary, for reasons beyond the control of the PPMA, to change the content, timing, speakers and/or date of the seminar, course and/or programme.

Company:	<input type="text"/>		
Address:	<input type="text"/>		
	<input type="text"/>	Postcode:	<input type="text"/>
Telephone:	<input type="text"/>	E-Mail:	<input type="text"/>
Booking Authorised By:	<input type="text"/>		
Delegate 1	<input type="text"/>	Delegate 2	<input type="text"/>
Position	<input type="text"/>	Position	<input type="text"/>

## PAYMENT DETAILS:

**Please Note: - Payment is required prior to the start of the seminar, course or training day.**

- Credit / Debit Card** - All credit / debit card payments now need to be taken over the phone.  
Please contact **Lorena Stewart** on **+44 (0)20 8773 5525**
- BACS** - Barclays Bank PLC  
Sort Code: 20-24-61  
Account No: 90721220
- Cheque** (A receipted invoice will be forwarded to your Accounts Dept.)

**Data Protection:** Data supplied is subject to the Data Protection Act 1998 and may be used to supply you with information to your business. Please tick as appropriate.

I do not wish to receive publications or further information from PPMA.   
I prefer not to be contacted by any of the following: Mail  E-mail  Telephone

**Processing & Packaging Machinery Association**

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