

DIGITAL MARKETING AND SOCIAL MEDIA

Thursday 9th October 2014 · 9:00a.m.-4.30p.m.

The Linc Centre, Institute of Technology Blanchardstown

Schedule:

8:30a.m.	Registration opens
9:00a.m.	Seminar opens
11:00a.m.	Coffee break x 15 mins
1:00p.m.	Lunch
1:45pm	Seminar resumes
3:00p.m.	Coffee break
4:30pm	Seminar ends

About This Event:

The training session is designed to be highly participative and relevant with emphasis on broadening your knowledge and building up your practical skills in Social Media & Digital Marketing and the benefits to your business. Noel Davidson of QED Training, will provide you with the knowledge and skills necessary to use Social Media and Digital Marketing tools to build your brand profile online. He will explore advanced tactics and strategies to expand and develop your online presence. You will learn how to take advantage of the different online marketing strategies (e.g. viral marketing, successful email marketing, search engine marketing etc.) and know and understand useful tools for tracking and analysing your campaigns.

Bring Along:

You are invited, but are not required, to bring along your own laptop/iPad/tablet (if you have one) in order to work “live” under the assistance and supervision of the trainer.

Parking:

Pay parking is available on campus at The Linc Centre.

About Our Trainer:

Noel Davidson is QED Training's Online Programme Design Advisor & Trainer/Mentor. As Director of Training at QED, Noel leads a training team that designs and delivers practical and highly engaging materials for entrepreneurs and leaders of SMEs. He himself is lauded as one of the best Social Media trainers in the country and constantly exceeds participant and client expectations. He is an Apple Product & Integration Professional and an Apple Certified Trainer (ACT) and actively manages social media campaigns for a number of key clients through QED's sister company Mediagasmic. Noel has been invited as keynote speaker on Social Media at various enterprise events and at the TEDxNHH in Norway.

This event is proudly co-hosted by:



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