

Local Enterprise Office Limerick
WOMEN IN BUSINESS NETWORKING EVENT

Limerick Local Enterprise Office
Invites You to Our Women in Business Networking Event

Title: How to Humanise Your Business with a Blog

“The goal isn’t to have the loudest voice on the internet. It’s to have a voice: your voice.”

GUEST SPEAKER: Aisling Nelson



Wednesday March 9th 2016 - 6.00pm to 9.00pm
Castletroy Park Hotel, Limerick

Aisling Nelson owns Three Thought Bubbles and trains businesses how to be human on the web! Using strategic, storytelling techniques, she helps businesses to emotionally connect with their customers. She gives people the confidence to share their ideas online. Business blogging is her specialty and topic for this event. Aisling will show you how to choose words, messages, images and conversations that tell the story of your business, both on and off the web. She will inspire you to own your online identity and live your brand and explain why this is so important. The aim of this talk is to get you excited about writing a business blog. You’ll come away with practical tips, advice and strategies to get you started today.

You are guaranteed to leave this event excited about telling your business story and will gain valuable practical tips, advice and strategies to get you blogging.

EVENT PROGRAMME

6.00pm: Registration, Informal Networking and Opening of the Event

6.25pm to 7.25pm:

- An introduction to Aisling Nelson
- What is blogging?
- The art of chatting
- Conquering your fears
- Getting started - gathering ideas and inspiration

7.25pm to 7.45pm: Introductions and Formal Networking

7.45pm to 8.15pm: Break with Light Refreshments

8.15pm to 8.45pm:

- Clarity: what is my intention?
- Creating categories for your blog
- Creating a content calendar
- Setting reasonable goals

8.45pm to 9.00pm: Questions & Open Networking

9.00pm: Close

Lots of networking planned on the night so don't forget to bring your business cards.

Places to the event are limited. For more information or to book please go to:
<https://www.localenterprise.ie/limerick/>

Further enquiries to: **Smart Marketing Limited** info@smartmarketing.ie



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