

E-Networking Courses Running in July and August

Course Title	Learning Objectives	Business Benefit
LinkedIn for Beginners	<ul style="list-style-type: none"> • What is LinkedIn? • Set up a LinkedIn profile. • Add contacts from your address book. 	<ul style="list-style-type: none"> • Let your contacts know what you are doing • Drive traffic to your website
LinkedIn for Improvers	<ul style="list-style-type: none"> • Review own profile • Use search facility for people and companies • Look at polling • Look at questions / answers • Look at groups 	<ul style="list-style-type: none"> • Find out more about people before you contact them. • Make sure people know about you and your business. • Become known as an expert. • Join in discussions and raise your profile.
Twitter for Beginners	<ul style="list-style-type: none"> • Why use Twitter? • Set up your Twitter Account • Understand Twitter 'talk' • Introduction to twitter applications 	<ul style="list-style-type: none"> • Build brand awareness • Be able to make a decision about whether to use twitter • Direct traffic to your website
Twitter for Improvers	<ul style="list-style-type: none"> • Set up tweetdeck • Use futuretweets to set up tweets for the next month • Use twittersearch to find people to follow • Be aware of other applications 	<ul style="list-style-type: none"> • Time effective way to use twitter • Follow people that may be interested in your product • Follow people of influence in your area of expertise • Direct traffic to your website

Courses Running

Places limited. Contact us to book your place now!

	9:30	11:00	13:00	15:00
Tuesday 14/7/09	LinkedIn Improvers	LinkedIn Beginners	Twitter Beginners	Twitter Improvers
Tuesday 21/7/09	Twitter Improvers	Twitter Beginners	LinkedIn Beginners	LinkedIn Improvers
Wednesday 5/8/09	Twitter Beginners	Twitter Improvers	LinkedIn Improvers	LinkedIn Beginners
Monday 10/8/09	LinkedIn Beginners	LinkedIn Improvers	Twitter Improvers	Twitter Beginners

Cost: £15 per person per course (introductory price held until September)

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