

Harnessing the power of social media

Intermediate
level

Social media algorithms and users' behaviour change frequently. Effective social media strategies from five years ago are not always fit for purpose in 2020. This half-day course brings marketing managers and assistants up to speed on how to create suitable social media plans to support your BD and brand awareness objectives.

This online workshop qualifies for 3.5 hours CPD.

Topics covered

Setting up a multi-level strategy

- Aligning social media with business objectives
- Differentiating between firmwide, team and individual activities
- Understanding the different elements of a solid social media strategy
- Identifying up suitable KPIs

Gaming the algorithm

- Choosing your social media channels
- Understanding the algorithms
- Adapting to evolving user behaviour
- Varying content and formats

Planning iteratively

- Setting up editorial processes
- Implementing continuous learning
- Aligning content planning with business calendars
- Utilising the power of storytelling

Increasing internal engagement

- Getting buy-in from management and teams
- Improving social media use across the firm
- Organising effective social media training
- Creating a fit-for-purpose social media policy

Eligibility

This training course is open solely to member firms of the **PM Forum**, a worldwide group of over 3,000 marketers in professional services firms. Visit www.pmforum.co.uk



Thursday 22 October 2020

This half-day online workshop takes place from 9.30 to 13.00.

Trainer



Bram Vanoirbeek is a seasoned strategic communications professional helping businesses build impactful online marketing strategies. His clients range from tech start-ups to VC funds, professional services firms to publishers, commodity manufacturers to e-commerce companies.

Before starting his own consultancy, Bram worked for three top law firms, building their digital strategy from the ground up and training thousands of fee earners on how to harness the power of digital for BD.

In addition to a BSc and MSc in Strategic Communications and an MSc in Management, Bram holds an Academic Teachers Degree from the University of Leuven, certifying him as a university-grade trainer.

Other workshops in the Digital series:

Emails and marketing automation –
Tuesday 29 September

Planning digital campaigns and a solid content strategy – Tuesday 24 November

For information on other training workshop visit www.pmforum.co.uk/training

Venue

Online

Cancellations/Substitutions

Refundable cancellations are only accepted up to one month prior to the event (a cancellation fee of £25 + VAT will be incurred per person).

Substitutions can be made at any time. PMI reserves the right to cancel with no liability beyond refund of fees paid.

Fees

First attendee £235 + VAT

Second attendee £225 + VAT

All subsequent attendees £215 + VAT

Prices are only for attendees booked concurrently. No booking can be confirmed without payment. The fee includes a folder of workshop material.

Harnessing the power of social media – 22 November

Name	Name	Name
Position	Position	Position
Firm	Type of firm	
Address		
		Postcode
Tel		
E-mail		

Please pay by Visa/Mastercard/Maestro/AmEx (*please circle one*)

Cardholder name:	Amount: £
Card number:	Security code:
Expiry date:	

Signed Date

Confirmation of booking will be sent by return along with a VAT receipt

Please return this form to: training@pmint.co.uk

020 7786 9786 www.pmforum.co.uk