



## FUNDAMENTALS OF SOCIAL MEDIA FOR PR PRACTITIONERS

18<sup>th</sup> May 2010

6 pm – 9 pm

*BioMed Central, 236 Gray's Inn Road, London WC1X 8HL*

**SPECIAL OFFER FOR CIM MEMBERS: £41.12 INC VAT INSTEAD OF £76.37**

- How can I set up a blog?
- How do I build a successful Twitter/Facebook community?
- How can I successfully manage reputation online?
- How can I measure and evaluate my online PR efforts?

This 'fundamentals' seminar will examine the changing face of the online world and the tools and techniques available to practitioners to help them raise and indeed protect the reputation of their clients/organisations.

A practical hands-on presentation by experienced Chartered Practitioner Matt McKay will show delegates how to set up and manage successful blogs, Twitter and Facebook accounts in minutes. He will also provide attendees the knowledge and skills required to enable them to build vibrant online communities which support your digital PR efforts.

Finally, Matt will examine the tools and techniques available to measure and evaluate online PR campaigns. This seminar is suitable for practitioners of all levels who are looking to gain a solid grounding in online PR and social media generally.

**CIM MEMBERS CAN ATTEND THIS SEMINAR AT THE SPECIAL 'CIPR MARCOMMS' RATE OF £41.12 INC vat INSTEAD OF £76.37. PLEASE USE THIS BOOKING FORM TO ENSURE YOU BENEFIT FROM THIS SPECIAL OFFER.**

**Bring your laptop for an opportunity to participate live or you can watch Matt's presentation on the big screen. Places are strictly limited to 50 so book now to avoid disappointment.**

### REGISTRATION FORM

FIRST NAME:  
SURNAME:  
EMAIL ADDRESS:

COMPANY:  
COMPANY ADDRESS:

JOB TITLE:

TEL NUMBER:

ARE YOU A MEMBER OF THE CIM? YES /NO If YES, please give your membership No .....

#### FEES

**CIM SPECIAL OFFER**

£35 + VAT for members of the Group = £41.12 inc VAT

**Please return the completed registration form and attach your cheque, made payable to CIPR, MARKETING COMMUNICATIONS GROUP to: [Marianne Malonne, 37 The Towers, Lower Mortlake Road, Richmond TW9 2JR](#)**

#### Terms and conditions

Places will be awarded on a first come, first served basis, upon receipt of your registration form and payment.

Payment must be received by 14<sup>th</sup> May 2010.

No refund will be given but substitution of delegates will be accepted up to the day of the event. Please inform Marianne Malonne at [marianne@forrester-solutions.com](mailto:marianne@forrester-solutions.com) or telephone 020 8948 8561 for more information