



# To Tweet or not to Tweet

Communicating with your customers in the social media age



Wednesday 19th May 2010  
The phenomenal rise of social media has bought amazing opportunities for businesses to connect and talk to their customers on an almost one-to-one basis.

However, whilst they can now deliver powerful, personalised marketing campaigns, it has also brought a number of hazards for the inexperienced, which marketers need to be mindful of. Online participation gives consumers a voice that they haven't had before and one which they frequently use. This voice can impact on your brand and if not managed correctly undo millions of pounds of advertising and brand building.

Throughout his interactive presentation, Simon Wakeman will demonstrate how

if employed effectively social media can add a new dimension to your marketing mix and transform the relationship you have with your customers. It will explore the different types of social media and the role they can play in marketing. Using a range of case-studies you will benefit from examples of good, and not so good practice, so that by the end of the evening you can confidently apply these techniques to boost your own marketing.

By attending this presentation you will benefit from a number of practical tips on getting started, information about low cost social media monitoring solutions and discover how to intergrate social media into your marketing mix. So, if you feel that you should be using social media but don't know how, or are currently using it but feel that you could improve, then book now to ensure your place.



### About the speaker:

Simon Wakeman is a qualified CIM and CIPR marketing professional with an in-depth knowledge and understanding of digital marketing. Throughout his career Simon has launched his own web design and marketing agency and worked with some of the UK's leading digital companies. He is currently the Head of Communications and Marketing at Medway Council.

### Date

**Wednesday 19th May 2010**

### Time

|                |              |
|----------------|--------------|
| Registration   | <b>19:00</b> |
| Event Begins   | <b>19:30</b> |
| Event Finishes | <b>21:00</b> |

### Price

|                 |               |        |
|-----------------|---------------|--------|
| Student         | <b>£17.50</b> | £20.00 |
| Member          | <b>£20.00</b> | £22.50 |
| Studying Member | <b>£20.00</b> | £22.50 |
| Non Member      | <b>£22.50</b> | £25.00 |

Early bird price – valid until 05/05/10

### Venue

**Bridgewood Manor Hotel**, Bridgewood Roundabout, Walderslade Woods, Chatham, Kent, ME5 9AX

### How to find it

#### From the M2

Follow the signs for M20 and A229 then immediately follow signs for Chatham/Rochester A229. At the roundabout, take the exit signposted A2097 Borstal/Bridgewood. Travel down the hill to the Bridgewood roundabout and take the third exit, under the flyover. Bridgewood Manor is 50m on the left hand side.

#### From the M20

Exit the M20 at J6. Take the A229 towards Chatham. Follow signs for the A2097 Borstal/Bridgewood. Travel down to the Bridgewood roundabout and take the third exit, under the flyover. Bridgewood Manor is 50m along on the left hand side.



## Events Booking

In order to reserve your place for this event, please visit and book online at: [www.cim.co.uk/events](http://www.cim.co.uk/events)  
Alternatively call the Events Team on **01628 427120**.