



Achieve Results With Social Media Marketing

How to use social media marketing to energise your business

Emirates Concorde Hotel Dubai 3rd May 2012

Social Media Marketing Can Transform Your Business. But If Done Badly, it can Sink Your Brand

In today's business world, having a social media strategy is no longer optional. Some have used the power of social media to achieve success, sales, recognition, and reputation. Others – including some of the biggest names – have seen spectacular and embarrassing failures. Most are just scratching the surface and feeling their way in this chaotic brave new world.

This interactive one day workshop will enable you to maximize the ability of your business to drive profitability and reputation using social media by:

- Understanding how Social Media is changing the business world
- Learning how to set your social media goals and objectives
- Understanding the various platforms and their strengths and weaknesses in marketing
- Using metrics and analytics to measure performance
- Developing an online 'talking voice.'
- Creating great on-line content
- Launching new products and services using social media
- Creating a social media action plan

Who Will Benefit from This Seminar?

The course is designed for those wishing to use social media as a key part of your marketing efforts

“How can you squander even one more day not taking advantage of the greatest shifts of our generation?”

- Seth Godin

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Seminar Leader



Iyad El-Baghdadi is an entrepreneur, productivity expert, business development consultant, and social media coach. Coming from an IT background, Iyad has personally started up & led three companies, and has been involved in many more as mentor, consultant, or venture developer.

Over the past year, Iyad has become a social media celebrity, gaining recognition in the region and beyond. He continues to be interviewed and quoted on web & print media, and has been hosted on TV programs on the BBC World Service, France24, Aljazeera English, and others.

Iyad has used advanced social media strategies for profit, activism, and fun. He gets thousands of visitors at his website, grows his loyal Twitter following every day, and creates content that regularly goes viral. Having built a formidable information network, he's often the first to receive exclusive news.

Iyad holds a Higher Diploma in Systems Engineering and a B.Sc. in Computer Science from the American University of Asia.

Testimonials

Khalil Sehnaoui, Business Development Manager, Société Générale de Banque au Liban, Lebanon

Iyad El-Baghdadi is one of the most interesting people I know. His analytic skills are profound, and his views of unfolding events are always right on the money. He is a truly remarkable person to follow on Twitter as his tweets always manage to mix humour and interesting information or analysis.

P. Musuraki, Journalist, Greece

Rarely you meet a person with such amazingly well-informed, deeply-thought and high-cultured positions. The passion and the vision he puts into his work is rare to see nowadays. Charismatic, but also a decent person who you can both trust and hope on.

Course Format

The course is presented in a highly interactive format. The trainer is fully experienced in the subject matter and will keep delegates engaged via real life examples and interactive discussions.

Delegates may bring their own laptops to deal with specific queries in the workshop session (see below). Internet access will be available. Tea, coffee and snacks will be provided.

About Gulf Masterclasses

Gulf Masterclasses is different. We are committed to the very highest standards throughout the training process. This means that we will support you before and after the training event. As pre-read, we will provide interesting and relevant articles, via e-mail and twitter (@gulfmasterclass)

We are also fully committed to providing on-going support to delegates via the Gulf Masterclasses Alumni Group

www.gulfmasterclasses.com

Seminar Timings

Registration will start at 8:30. The seminar will start at 9:00 and will run until 4.30 pm. After 4.30 pm we will be available to discuss your specific issues and challenges

Agenda

MODULE 1

Setting goals and objectives to make social media work for you

- 10 amazing social media business success stories
- Understanding ways in which social media drives results through improved sales, effective product launches, better market intelligence, branding and stakeholder engagement

MODULE 2

Understand the various platforms and how to use them effectively

- How to promote your product and services on the 7 major social media platforms including Twitter, Facebook, LinkedIn, Google+ and YouTube
- Understand metrics and analytics to monitor your online ad spending

MODULE 3

Effective branding and reputation management through regular and consistent social networking

- Developing a consistent on-line 'talking voice'
- Creating great content in text, infographics, audio, video, images and apps for different social media
- Learning from successes of others

MODULE 4

Generate sales, launch new products and create impact via social media

- How to promote your content, how you can get it to 'go viral'
- How to become the organisation people love to connect with and amplify on-line
- How to keep your on-line audience engaged

MODULE 5

Action Planning. What to start doing NOW

- Create your social media dashboard and analytics
- Building a social media action team
- Making your social media enabled website

WORKSHOP SESSION

Questions and Answers

Chance to ask detailed questions, share points of view, debate the hot topics

Social Media Clinic

Discuss your own issues
Develop solutions to current problems

Networking

Network with other attendees and create "buddy" groups to help each other to achieve and tailor your plans over time.



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REGISTRATION DETAILS

Course : Achieving Results With Social Media Marketing

Date : 3rd May 2012

Venue : Emirates Concorde Hotel, Dubai

Price : 1200 UAE Dirhams

Discounts can be given for group bookings

Please supply delegate details including name, job title, department, e-mail and phone contact details.

We will provide e-mail confirmation upon receipt of your registration.

Full payment is required prior to the event. We accept payments by cash, credit card, cheque and wire transfer (receiving bank details supplied on request).

CONDITIONS OF SUPPLY

- The course fee covers entrance to training sessions, training documentation and available papers, certificate of attendance, coffee breaks and snacks.
- The course language will be English.
- Disclaimer - due to unforeseen circumstances, the programme or venue may change without prior notice.

In the event of cancellation, full refund can be given up to 30 days prior to the event start date, 50% refund will be given for cancellations up to 15 days before the course date. No discount can be given for cancellations within 15 days of the course, however substitutions of delegates can be made.

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