

**'Making Social Media Work For Your Business'**  
**Thursday 26 November 2015**  
**10.00 am – 3.30 pm**  
**Somerset House East Wing**  
**Kings College**  
**London**  
**£295 +VAT**

### **Why should you attend?**

This one day seminar will investigate social media and how it can DRIVE business.

Learn about the power of social business and why it should form part of your marketing and customer service strategy. Learn how to maximise your advertising through Twitter and Facebook and see the positive effects this can bring to your business.

### **Who should attend?**

This seminar is designed for managers and staff working in Hospitality, Marketing and Brand Management, or key staff working in Hospitality who would like to learn more about how to maximise advertising opportunities through Facebook, Instagram, Twitter and Blogging, to name but a few.

### **What are the aims of the training session?**

This programme is an introduction to social media for the Hospitality sector. It will offer you an insight into the power of social media and how it can work for you and your business.

Have you ever been affected by a negative review posted via social media?

A negative review can cost your business customers. Learn about the power of social business and how you can integrate it within your organisation, in order for it to work for you and promote positive reviews from your customers!

### **What will we get out of the day?**

At the end of the training, delegates will be able to:

- Understand the role social media plays in business
- Know how to structure social media within your organisation

- Have practical experience of using Twitter features
- Understand the psychology of the online consumer and why they share images of food
- Understand online influencers and what they mean to your marketing strategy
- Have knowledge of the influencer platforms – Kred, Klout and Peer Index
- How to maximise Twitter and Facebook advertising
- Work with measurement software for different budgets
- Have knowledge of content scheduling and monitoring using Hootsuite
- Fully understand all the popular networks and their constraints and strengths eg Facebook Algorithms that determine who actually sees your posts.

### How do we book on this course?

Online bookings can be made at the UHS website [www.universityhospitality.co.uk/seminars](http://www.universityhospitality.co.uk/seminars). Please submit your booking by 12 November. Alternatively, please contact Lynn Kenny at [information@universityhospitality.co.uk](mailto:information@universityhospitality.co.uk) or call 0114 222 8983.

### Trainer



The course is led by Karen Fewell, Managing Director of Digital Blonde. This is a digital consultancy that specialises in hospitality, food service and food. Karen started learning about the industry at the age of two when both parents were hoteliers. Today her company advises businesses on digital marketing and is currently working on her first book, #FoodPorn due to be published in 2014. More information can be found at <http://digitalblondemoments.tumblr.com/>

### The Venue

This training event will be held at Somerset House East Wing, Kings College, East Wing, Strand, London WC2R 2LS.

### Timings

Registration will be from 9.30 am with the seminar commencing promptly at 10.00 am.

The training day will then conclude at 3.30pm