

Social Media Marketing Masterclass

Leverage the tools and platforms, build your engaged following, drive awareness and establish your brand or service as the authority in your market

On This Course You Will:

1. **Understand** how important the social media landscape is to your organisation now and in the future – the difference between ROI and COI
2. **Establish** your content creation strategy to ensure social media is driving the business in a unified direction with holistic marketing activity
3. **Identify** your customer personas and which platform they want to hear from you on
4. **Explore** the idea that social media is no longer a free advertising platform – at least not to begin with – A deep dive into social media advertising
5. **Evaluate** tools and technology to successfully manage and optimise your social media marketing process



Led by
Barry Lee Cummings



11 – 15 November 2018*
Conrad Hotel, Dubai, UAE

OFFER

3 FOR 2

Save up to **\$1000**
by booking early!



*Delegates are required
to bring their laptop
for this training*

Social Media Marketing Masterclass

11 – 15 November 2018* | Conrad Hotel, Dubai, UAE

Course Timings: Registration will commence at 08:00 on Day One. Course sessions will start promptly at 08:30 and finish at 14:30. There will be two breaks for refreshments and lunch will be served at the end of each day's sessions.

Course Overview

Social Media is more than a decade old now and yet many businesses are still procrastinating about whether to get involved. That means many are 10 years behind the curve.

This course is designed to bring you up to date with what's happening in the world of social media, to get you up to speed with the tools and platforms available and allow you to communicate effectively with your target audience, on the channel of their choice in their favourite form of media.

Upon completion you will:

- Understand just how essential social media is to the future of your company
- Have a clear process for creating your social media strategy
- Evaluate the social media landscape to establish your avatar
- Understand how to use the most appropriate tools and channels to your advantage
- Learn how to amplify your message and place it in front of your target audience at just the right time
- Discover how to have social media support the business direction and objectives quarter by quarter
- Understand how social media feeds into your online reputation and how the line between personal and professional is permanently blurred

Course Methodology

This course uses a combination of case studies, workshop sessions, knowledge share and group discussions to provide an interactive approach to knowledge transfer. A hands-on approach will allow you to tailor the topics to your organisation's requirements.

Course Outline

Day One

Introduction And Strategy

Social Media Landscape

- Where are we today – exploring the global landscape and the MENA landscape – digital consumer patterns and statistics
- A change in media sources – trust and behavioral amendments

Fundamental Marketing Shift (Socialnomics)

- Disruptive marketing – the social economy and technology, the effects on our markets
- The shift in power – how the onset of social media is changing everything – who is in charge?
- The age of influence – what are the rules?

Holistic Digital Marketing Approach

- The digital marketing jigsaw
- Where social media sits in the overall marketing picture
- Why we shouldn't look at any element of marketing in isolation

Social Media Health Check – Workshop Session

- An 8-point health check – every attendee will take their own organisation through this process
- Establishing and evaluating a starting point

Social Media Strategy – Direction, Goals, Objectives, 3-Step Process

- So busy 'doing' but no idea why – the curse of the social media manager
- Mapping out your online world
- Establishing goals and objectives that mean something to your business
- The 3-step consultative process to create your social media strategy
- ROI vs. COI
- SOSTAC planning

Day Two

A Deep Dive Into

Twitter, YouTube And Google+



- A real time search engine
- A marketing tool
- A communication tool
- A PR channel
- A customer service channel
- A stakeholders search engine

Recommended Best Practice For Twitter

- Evaluation of regional case studies
- Twitter's own top 4 tips for success

Twitter's Advertising Platform

- Evaluation of the platform and plausibility for your organisation
- Twitter cards
- The importance of amplification in your Twitter communication strategy



- Where YouTube sits in the social media marketing mix
- Thought leadership crafting your brand's story visually
- Regional landscape
- YouTube vs. Vimeo vs. TV
- YouTube analytics
- YouTube Creator Studio

Case Study Examples Of YouTube Best Practice

Team Based Workshop – Brainstorming A Video Concept



- Where it still fits in the social media marketing mix
- A brief honourable mention for the elephant in the room

Day Three

Facebook, Instagram And Snapchat

facebook

Facebook Content Creation Strategy

- Profile optimisation – Personal and professional pages
- Exploring the potential uses for Facebook
- Facebook best practice
- Machine learning – the benefits for your organisation to understand the Facebook algorithm

Facebook's Advertising Platform (Includes Instagram)

Organic reach is dead – why you have no choice but to understand how to amplify your message and content

Instagram

- Why Instagram is different as a social media channel
- Where does Instagram fit in the social media marketing mix
- How to leverage Instagram for followers and engagement
- Exploring Instagram features including; stories and the snapchat inspired disappearing content
- Evaluate whether or not Instagram actually does have the kind of deliverables that would make a difference to your organisation
- The rise of the Instagram influencer



Snapchat – Where It Fits Into The Equation

- A high level overview as the relative newcomer makes a play for its place in the 'business world'

Day Four

LinkedIn And Social Media Management Tools

LinkedIn. The World's Largest Professional Online Network

- Personal profile optimisation
- LinkedIn from a company perspective
- Where does LinkedIn fit in the social media marketing mix?

Best Practice/Power Pages

- Influencers

Exploring Your LinkedIn Content Creation Strategy

- LinkedIn Pulse
- Blogging
- Discussions
- The Party Principle
- LinkedIn group strategy

Establishing The Most Effective Platform For Managing The Social Media Marketing In Your Organisation

- Deep dive into 2 of the platforms to consider
- Going outside the realms of the 'big 5' social media channels

Day Five

Online Reputation Management (ORM)

Overview And Understanding Of What Your Online Reputation Is

- The value of your online reputation
- Awareness and impact
- Prevention rather than cure
- Understanding the link between online and offline
- Exploring the blurry line between personal and professional in your online environment

Regional and global case studies demonstrating the repercussions of your online actions

Establishing your own reputation and how to monitor and defend the online reputation of your brand/organisation

Meet Your Expert Course Leader



Barry Lee Cummings

Managing Director, Maximum Net Gain
Speaker, Lecturer, Trainer
& Digital Strategist

After 10 years of success in the corporate world with Microsoft and EMC, Barry set up his own boutique digital agency in 2009. Ever since, he has been helping companies across market sectors in the Middle East drive more traffic through their digital real estate, become more visible to their target audience and ultimately drive bottom line revenue.

Barry has spoken at prestigious events such as DIGICONF, The Social Media Summit, The Global Youth Forum, The Bedaya Program and the Internet City Excellence Series on the subject of the digital marketing jigsaw; search engine optimisation, email marketing, analytics and social media strategy and management.

Barry has also trained hundreds of companies and is a trainer and lecturer with the Digital Marketing Institute and the International School of Communications. You may have also heard Barry offer his expertise on Dubai Eye, 108.3FM and Pearl FM, on the subject of social media and the digital world. He set up the Beat The Cyberbully Initiative Middle East chapter in 2014 and speaks to students, parents and teachers about cyber safety, cyberbullying and online reputation.

Who Should Attend

This course is aimed at those who classify themselves as intermediate to advanced social media managers/users in the professional sense. We won't be going through how to setup any of these accounts. It is therefore assumed that delegates attending the course are looking to build upon an existing knowledge of their knowledge of Social Media Marketing.

This course is suitable for:

- Marketing Managers
- Communications Specialists
- PR Executives, Managers and Consultants
- Anyone interested in learning how to make sure social media works for their organisation rather than it being a drain on resources

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Course	Course Fee Before 2 September 2018	Course Fee Before 7 October 2018	Final Fee
Social Media Marketing Masterclass 11 – 15 November 2018*	US\$ 4,495	US\$ 4,995	US\$ 5,495

Pricing excludes 5% VAT, which will be charged where applicable

***Book and pay full fee for two colleagues and the third attends for FREE.**

Not applicable in conjunction with corporate discounts.

Payment to be settled before start of the course to avail the offer.

The 3 for 2 offer is valid on full price final fee registration only.

DISCOUNTS AVAILABLE FOR 2 OR MORE PEOPLE

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Course fees include documentation, luncheon and refreshments. Delegates who attend all sessions will receive a Certificate of Attendance.

All registrations are subject to our terms and conditions which are available at www.informa-mea.com/terms. Please read them as they include important information. By submitting your registration you agree to be bound by the terms and conditions in full.

DELEGATE DETAILS

First Name: _____ Surname: _____

Job Title: _____

Company: _____

Address: _____

Postal Code: _____ Country: _____ City: _____

Tel: _____ Mobile: _____ Fax: _____

Email: _____

PAYMENTS

A confirmation letter and invoice will be sent upon receipt of your registration. Please note that full payment must be received prior to the event. Only those delegates whose fees have been paid in full will be admitted to the event.

AVOID VISA DELAYS – BOOK NOW

Delegates requiring visas should contact the hotel they wish to stay at directly, as soon as possible. Visas for non-GCC nationals may take several weeks to process.

CANCELLATION

- If you are unable to attend, a replacement delegate will be welcomed in your place. If you cancel your registration 57 days or more before the event, you will receive a refund minus a 10% cancellation fee (plus VAT where applicable). Cancellation after 56 days before the event or if you fail to attend the event will be 100% payable. All cancellations must be sent by email to register-mea@informa.com marked for the attention of Customer Services Cancellation.
- All registrations are subject to acceptance by Informa Middle East which will be confirmed to you in writing.
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EVENT VENUE

Conrad Hotel, Dubai, UAE
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ACCOMMODATION DETAILS

We highly recommend you secure your room reservation at the earliest to avoid last minute inconvenience. You can contact the Hospitality Desk for assistance on:
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