



“Blogging & social media for business” seminar, Absolute Hotel, Limerick. June 13th.

BLOGGING & SOCIAL MEDIA FOR BUSINESS

SEMINAR

Absolute Hotel Limerick

June 13th 2009

Don't know a Tweet about LinkedIn?

Think that a blog is a character from Star Trek?

Wondering how your business can benefit from using social media?

Want to improve interaction and communication with your customers and increase your revenue?

The Greenhouse incubator is running a full day Blogging & Social Media for Business seminar on June 13th in the Absolute Hotel in Limerick.

You will be able to listen and talk to Ireland's leading experts in social media & online networking.

- [Bernard Goldbach](#): Senior Creative Multimedia Lecturer, University External Examiner, Writer & Podcaster.
- [Krishna De](#):
Brand Engagement and Word of Mouth Marketing commentator.
- [Fred Caballero](#): Web project manager at Channelship Web Agency, Video blogger.
- [Peter Donegan](#): Landscape designer, celebrity blogger.
- [Campbell Scott](#): CEO IGOpeople, former director of Consumer Solutions at Eircom

The day will be made up of two parts. The talks will take place in the morning followed by a lunch in the Absolute Hotels restaurant, after lunch we will run a workshop where we will get all attendees

set up with a Twitter identity, an IGOpeople account, a LinkedIn account and if time permits a basic blog.

Topics covered in the talks will be:

- Bernard Goldbach: Using Twitter effectively
- Fred Caballero: Video-blogging on the go: A face says more than a thousand words.
- Krishna De: LinkedIn: How to build a good LinkedIn profile and how to get the most benefit from it.
- Peter Donegan: How I and my business have benefited from blogging.
- Campbell Scott: IGOpeople, Irelands premier online network.

*The aim of the day will be to show all attendees how their business can benefit from increased customer interaction using **free** social media tools. In the current economic climate it is important to be more competitive and social media will give you an edge over your competitor.*

Number of available places: 40

Schedule: start @ 9:30 am end @ 5:00 pm

Cost: 150 euro p/p incl. lunch, tea & coffee during the day.

All proceeds of the day will go towards the GreenHouse incubator helping people to start their own business.

You can register online for the event [here!](#)

Websites of interest:

www.absolutehotel.com

www.twitter.com

www.linkedin.com

www.IGOpeople.com