

YOU CAN'T AFFORD TO MISS IT



TESTIMONIALS

'Excellent thought provoking and inspirational'

'Will definitely attend next year'

'Excellent Workshop'

'A very enjoyable workshop with lots of food for thought to take home with me'

'Good location, good facilities, good content well presented'

'I thoroughly enjoyed the whole course'

'Very insightful'

'Very informative, lots of new information, I have never attended such a seminar before, I look forward to the next one'

'Extremely well presented, Susan is a very engaging and effective host'

12th Annual SHAPA Digital Marketing Workshop 2020

Keep pace with the latest developments in digital marketing developments, and maximise your opportunities for business growth.

We are delighted to welcome Susan Hallam back once again to celebrate 12 years of delivering digital workshops exclusively designed for SHAPA members. She will give you all the latest thinking in digital marketing, and practical ways you can generate more leads and make your business more successful on the internet.

How to use social media effectively:

Content for both social media and website:

Web page adverts:

Pay per click:

Video etiquette:

Whats new in Google and Bing:

Why linking is so important:

Tools to improve your website:

Who should attend ?

Anyone involved in driving their business forward. The Workshop is designed to enable everyone to take away practical tips suitable to their skills and experience. So join us for an inspiring and enjoyable day out.

DATE: 11th March 2020
TIME: 9am-4pm (coffee and registration at 9am)
VENUE: Kegworth Hotel & Conference Centre (M1 jct 24)
DELEGATE FEE: £195 + VAT

TO BOOK email booking form to Ian Birkinshaw info@shapa.co.uk

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