

## 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'*

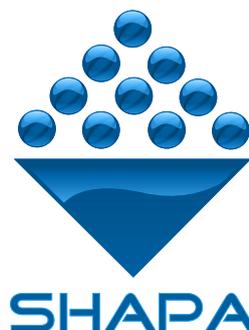
*'I thoroughly enjoyed the whole course'*

*'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'*

# 10th Annual SHAPA Digital Marketing Workshop 2018



**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 10 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.**

**10 new features in Google:** it's been a record-breaking year in terms of Google updates and changes. In this session you will get an expert view of recent developments and a practical plan of action to lead your business forward.

**10 ways to improve your website visibility:** a session on everything you need to know about how to get your website seen by those all important prospective customers. Susan will share lots of examples and tips and tricks for getting eyeballs and even more traffic to your website.

**10 ways to use social media:** B2B marketing continues to be transformed by social media. We will explore 10 exciting and proven ways you can be using LinkedIn, YouTube, Twitter and the other social channels to acquire new customers and achieve real business advantage

**10 new ways to communicate with your customers and prospects:** learn how your business can take advantage of the latest digital communications channels for keeping in touch with prospects and customers, and for nurturing contacts through long sales cycles.

**10 things to change on your website before GDPR hits:** is your website compliant with the requirements of the new General Data Protection Act regulations due to come into effect in May? Susan will share 10 changes you need to make now to stay on the right side of the

DATE: **16th May 2018**

TIME: **9am-4pm (coffee and registration at 9am)**

VENUE: **Hilton East Midlands Hotel (off the M1 jct 24)**

DELEGATE FEE: **£195 + VAT**

TO BOOK

email booking form to [Ian Birkinshaw info@shapa.co.uk](mailto:Ian.Birkinshaw@shapa.co.uk)

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