



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

15th Annual SHAPA Digital Marketing Workshop 2023

We are delighted to welcome Hallam back once again to celebrate 15 years of delivering digital workshops exclusively designed for SHAPA members. Once again Ben Wood of Hallam 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.

- Key trends in digital marketing
- AI for digital marketing
- Analytics and latest developments with GA4
- Account based marketing
- Future of search
- e-Privacy
- Measuring what matters

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.

DATE : 10th October 2023

TIME: 9.30am - 4.00pm

VENUE: Hilton Hotel J24 M1

DELEGATE FEE: £199 + vat

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