



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

16th Annual SHAPA Digital Marketing Workshop 2024

We are delighted to welcome Hallam back once again to celebrate 16 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 social media and the internet.

- LinkedIn- Best practices for B2B
- Why the future of SEO is organic
- Google ads and best practice for B2B
- GA4 & Google analytics measuring without cookies
- Search - Emerging trends including social media and TikTok
- User experience and use of short form video
- Competitor research and benchmarking
- Free to use tools & Best practices

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 : 19th November 2024

TIME: 9.30am - 4.00pm

VENUE: Hilton Hotel J24 M1

DELEGATE FEE: £275 + vat

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