

"Social Media – The 3-step journey you could take"



The Racecourse, Ascot, Berkshire SL5 7JX

Friday 14th October 2011

07:30 – 09:15

Network breakfast plus guest speaker.

Paul Stamp – Yell Community Manager, YELL



Overview:

Social media has joined Cloud Computing as the conversation opener at many business network events. Social media can take on many different forms, each having an impact for the user. In order to simplify the use and impact of an organisations presence within the social media world, Paul Stamp will take the delegates on a 3-stage journey to having an on-line presence. This presentation is intended to give small to medium sized businesses an insight into:

1. Getting started
2. Creating 'Your Property'
3. Going That Step Further

A key element to the social media world is time and effort. As you become more confident with the tools and technology you should find a natural level. Paul will look to arm the audience with hints/tips that they can put into practice once back in the office.

Delegate Rate
Members £16.00 + VAT
Non-Members £21.00 + VAT

About Paul Stamp

Paul Stamp is responsible for the output of Yell's various social media channels and represents the Yell customer internally to provide insights to help the business improve its service.

Touching on areas such as customer service, marketing, online reputation and customer acquisition, Yell's presence on platforms such as Twitter, Facebook and YouTube play an increasingly important role in enhancing the brand.

Starting out in journalism, Paul has a background in the regional press within Hampshire and Berkshire which has involved him working as a reporter, sub-editor and deputy editor - eventually becoming involved in online content and website editing for various newspaper groups.

He also writes on using social media as a small business on behalf of the company via Yell's marketing.yell.com website.

Booking hotline: 01753 870 500

Further information can be found online at: www.thamesvalleychamber.co.uk

Or via e-mail to: customerservices@tvchamber.co.uk