

Who is leading the course?

Dr Martin De Saulles is Head of the Division of Information Management at the University of Brighton and an active user of social media in his teaching and research. As well as his academic teaching around web services, Martin has also run other training courses including a recent five-day course on Web 2.0 for the NHS. Prior to joining the University of Brighton, Martin ran his own Internet company and worked in the marketing and advertising industries. You can find out more about Martin from his website and blog: www.mdesaulles.net.

Course Arrangements

When: Five half-day sessions, 9.00 to 12.30, followed by lunch.

Why Web 2.0 / Social Media is relevant to your business

Tuesday 16 November

Marketing your business on the web

Tuesday 23 November

Web tools for collaborative working

Tuesday 30 November

Dealing with web designers and search engine consultants

Tuesday 7 December

Monitoring the effectiveness of your web strategy

Tuesday 14 December

Where: Cockcroft Building, Moulsecoomb campus, University of Brighton

Fees: £ 150 for each individual half-day session, £600 for all five sessions.

Fees include course materials, refreshments and lunch each day of the course.

Ask us for fees where more than one person is attending from the same organisation.

Bursaries

The Collaborative Training Centre is able to offer a limited number of bursaries to support people from small companies (fewer than 50 employees) attending our CPD short courses – see our website for details (<http://www.brighton.ac.uk/ctc/bursaries.htm>).

For further details of the course content, please contact the course leader, Dr Martin de Saulles, email M.R.D.Saulles@brighton.ac.uk.

The course is organised by the Collaborative Training Centre at the University of Brighton. For more information on this, or other short courses, please contact Barbara Gretton, Continuing Professional Development Manager, Collaborative Training Centre. Tel +44 (0)1273 642204 email b.m.gretton@brighton.ac.uk.

What every business needs to know about Web 2.0 and Social Media

A series of five half-day workshops for businesses
16, 23, 30 November, 7 and 14 December 2010



University of Brighton

**Collaborative
Training
Centre**

www.brighton.ac.uk/ctc



What every business needs to know about Web 2.0 and Social Media

Are you:

- Confused by all the talk around social media, Web 2.0 and what it means for your business?
- Aware of Facebook, LinkedIn, Twitter, blogs and wikis but not sure whether it's something you should know more about?
- Wanting your company to use the web more effectively to market your products and services?
- Not sure how much you can do yourself and where you need to bring in experts?

Whether you like it or not the Internet is here to stay and will increasingly be a core place to communicate with customer and suppliers, market your business and sell products and services. If you think you can still run your business without having an effective web strategy, then consider the following:

- 80% of the UK population use the Internet
- Facebook has over 500 million active users
- Over £40 billion will be spent on Internet advertising this year
- Two thirds of the world's largest companies use Twitter as a communications tool
- Over 80% of Google users never go further than the first page of search results
- The web is the key starting point for most people wanting to research a company and its products and services.

Your customers will use social media such as Facebook, Twitter, LinkedIn and YouTube to discuss your company and its products and services whether you like it or not. Your competitors may already have or be developing a web strategy to increase their market share. What can you do about this?

This course, made up of five half-day sessions, will help you to better understand Web 2.0 and social media and what it all means for your business. It is an introductory course that aims to demystify the jargon and cut through to what you really need to know. It assumes no or very little prior knowledge and will take attendees through the following stages:

Session 1 – Tuesday 16 November Why Web 2.0 / Social Media is relevant to your business

- What is Web 2.0 and social media?
- How are other businesses using them and with what success?
- What are some of the issues you should be thinking about in this space?

Session 2 – Tuesday 23 November Marketing your business on the web

- How can you improve your Google search rankings?
- How can you use Facebook, Twitter, blogs and YouTube to market your company?
- How do you advertise on Google?

Session 3 – Tuesday 30 November Web tools for collaborative working

- How are other companies moving beyond email to communicate and share information?
- What is cloud computing and should I be using it?
- What is a wiki and do I need one?

Session 4 – Tuesday 7 December Dealing with web designers and search engine consultants

- What can I do myself and when do I need an expert?
- How much will these experts cost?
- What questions should I be asking them?

Session 5 – Tuesday 14 December Monitoring the effectiveness of your web strategy

- I've got a website but who is visiting it?
- What are people saying about my company on the web?
- How can I improve my web strategy?

Each session is designed to be self-contained so delegates may choose to take all five or just individual sessions. The sessions will be a combination of talks, case studies, discussions and live demonstrations. Printed course materials will be provided and a dedicated web site will offer online support and tutorials for delegates.

Who should attend

This course is designed for anyone who works in or runs a business and wants an introduction to Web 2.0 and social media and what these tools can do for their business. The course assumes no or little prior knowledge about these technologies and is focused on helping attendees learn where web services such as Google, Facebook, Twitter and LinkedIn can help them improve their marketing, sales, communication, collaboration and project management.

What every business needs to know about Web 2.0 and Social Media – Booking form

Name _____

Position held _____

Name and address of company/organisation _____

Tel no _____ Fax _____

Email _____

Programme and fees

Title	Dates	Duration	Fees	No. of places
Full five-day course:	16, 23, 30 November, 7 and 14 December 2010	5 x ½ days	£600	
Day 1 only Why Web 2.0 / Social Media is relevant to your business	Tuesday 16 November	½ day	£150	
Day 2 only Marketing your business on the web	Tuesday 23 November	½ day	£150	
Day 3 only Web tools for collaborative working	Tuesday 30 November	½ day	£150	
Day 4 only Dealing with web designers and search engine consultants	Tuesday 7 December	½ day	£150	
Day 5 only Monitoring the effectiveness of your web strategy	Tuesday 14 December	½ day	£150	

I apply for admission to the above course. Remittance made payable to 'University of Brighton' is enclosed/will be forwarded* (*delete as appropriate)

Signature: _____

Company order no: _____

Completed forms should be returned to: the Collaborative Training Centre, University of Brighton, Room 216, Cockcroft Building, Moulsecoomb, Brighton BN2 4GJ Fax +44 (0) 1273 642444 email: ctc@brighton.ac.uk

You may also book online at <http://www.brighton.ac.uk/ctc>

Please see our website for booking terms and conditions (<http://www.brighton.ac.uk/ctc/courses/conditions.htm>).

