

MBA alumni event with guests

FREE SEMINAR: Social Media in Business

Monday 13 February 2012 , 6-9pm
Dubai Knowledge Village, Conference Centre, Block 1



“Why you can't ignore social media in business: social media as an effective B2B marketing and PR tool”

Senior business people can no longer ignore social media as an important business tool. Global economic turbulence and fast moving technologies mean that businesses have to embrace social media in order to stay competitive and to drive growth. Victoria Tomlinson will be sharing tips from her straight talking e-book on social media for business and discussing how social media including LinkedIn, blogs and Twitter can be used strategically to add value and help win business.



Speaker: Victoria Tomlinson

Chief Executive of Northern Lights PR
Author of e-book “Why You Can't Ignore Social Media in Business”

Victoria Tomlinson is founder of Northern Lights PR, an award winning PR and communications consultancy with expertise in sectors including professional services entrepreneurs, education and

skills, health and charities. The agency has won numerous awards for innovative PR campaigns and Victoria was recently named as an outstanding communicator by her professional body, the Chartered Institute of PR.

A former director of Ernst & Young in London, Victoria is a member of the advisory board of Bradford University School of Management, a top ten UK business school, and also sits on the board of leading UK ballet company Northern Ballet.

Victoria felt there was a gap in the market for applying social media to the professional, academic and business-to-business market. Her e-book “Why You Can't Ignore Social Media in Business” includes case studies from some of her clients alongside practical tips. It explains the basics of social media from a business perspective, how to get started, how to write a blog and get people to respond, using LinkedIn and Twitter to win business, and creating a social media strategy, designing employee guidelines and evaluating success.

Register Now

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Venue: Dubai Knowledge Village,
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To register contact our Dubai Office:

T: +971 4 439 3694

E: middle-eastoffice@bradford.ac.uk

Or visit: www.bradford.ac.uk/management/smseminar



DOWNLOAD

E-book: “Why You Can't Ignore Social Media in Business” **FREE** from
www.northernlightspr.com/downloads