

"Interactive & Hands on Training"

EFFECTIVE SOCIAL MEDIA STRATEGY AND IMPLEMENTATION WORKSHOP



Venue: Hotel Armada, PJ | Dates: 26 & 27 November 2012

Looking for a practical social media workshop to get your organisation up to speed on this latest trend? This workshop will provide participants with insights and hands on learning to help them implement Social Media for their companies right after their training. They will discover the possibilities of social media for various functions, which would include PR and communications, Marketing, Branding and Corporate Social Responsibilities.

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Through this two days interactive and hands on Social Media training, we will teach participants how they can improve their brand recognition online by using social networks to engage with customers, build their brand, bring more traffic to their website and create new leads for their

Program Objectives :

Upon completion of this program, participants will be able to:

- ◆ Understand how to align social media strategy to their overall business objectives
- ◆ Evaluate appropriate channels, content, tools, and techniques for their social media activities
- ◆ Apply, utilise and implement social media tools and techniques based on best practices
- ◆ Understand the risks of social media and plan effective strategies for online brand management
- ◆ Apply a rigorous planning process to all stages of the social media lifecycle
- ◆ Measure success and R.O.I of their social media activities

Methodology

Group case study, discussion, Q & A and technical exercises.
Participants are encouraged to bring laptop and mobile broadband.

Who Should Attend?

Business owners, executives and managers from various departments such as marketing, sales, brand management, corporate communication, public relations, customer service and web/IT professionals.

Course Outline

Module 1 : The Case for Social Media and What Your Business Needs to Know

- ◆ Introduction about social media and application
- ◆ Understanding challenges of implementation of social media
- ◆ Developing a social media policy

Module 2 : Facebook Marketing Strategies

- ◆ How exactly do you make Facebook work for your cause?
- ◆ Successful facebook marketing tactics used by B2B and B2C worldwide
- ◆ Facebook Places, how to drive more traffic and sales

Module 3 : Online Reputation Monitoring Tools

- ◆ How to find your target audience
- ◆ What they are talking about
- ◆ How to reach out and connect to them

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Module 4 : Social Media Marketing Strategies

- ◆ Strategize and execute successful social media marketing projects
- ◆ Social Media Case Studies
- ◆ Potential opportunities and challenges
- ◆ Actionable recommendations

Module 5 : Hands on with Popular Social Media Tools

- ◆ Explore social media tools like Twitter, LinkedIn, Wiki's, and Blogs etc
- ◆ How to use these tools effectively
- ◆ Principles of effective websites that convert

Module 6 : Integration within Online & Offline Campaigns

- ◆ Integrating social media presence into the company's offline & online campaigns
- ◆ How to use social media to complement marketing efforts.

Module 7 : Facebook Advertising

- ◆ Facebook's Ad platforms, formats available & budgeting
- ◆ Display Ads & SEM
- ◆ Most successful facebook marketing tactics used by B2B and B2C

Module 8 : Social Media Budgeting & ROI Measurement

- ◆ Analysis and measurement of marketing intelligence and social media metrics
- ◆ Metrics and tools that can help to measure social media

Trainer's Profile

ELTON KUA

Elton is the founder of an advertising company specializing in internet marketing services and internet application, with area of focus being social media management services and incentive tools to increase sales and brand awareness to boost profits for business owners.

He is currently certified member of Social Media Summit and Facebook Success Summit USA by Social Media Examiner, one of the world's Top 100 by Technorati and AdAge business blogs. He also won an award for Global Business Mentorship from Deputy Minister of Finance of Malaysia for business innovation.

Elton has trained and consulted various clients in area of telecommunication, retails, beauty and MLM industry and spoken in various conferences in Kuala Lumpur and Singapore on social media topic. He has received acknowledgement of Honorable Panelist of Customer Relation Excellence and Quality Standard from Asia Pacific Customer Service Consortium Hong Kong and Customer Service Institute of Australia.

An innovator in the social media scene, Elton has successfully in expanding market reach internationally, created business connection and joint venture via power of social media networking. His insights were featured in online radio portal Durianfm.com, mainstream media from News Straits Times Malaysia, Malaysia SME and Graduan Malaysia. He has also written his business experience in his co-authored book 'Are You Ready To Be Next Entrepreneur' which the book is published in Singapore.



Effective Social Media Strategy and Implementation Workshop

26 & 27 November 2012

@ Hotel Armada, PJ

Registration Form

Participant 1

Name (Mr/Ms) : _____
Job Title : _____
Email : _____
Contact No : _____

Participant 2

Name (Mr/Ms) : _____
Job Title : _____
Email : _____
Contact No : _____

Participant 3

Name (Mr/Ms) : _____
Job Title : _____
Email : _____
Contact No : _____

Human Resource / Approving Manager : _____

Job Title : _____ Email : _____

Company Name : _____

Address : _____

Tel : _____ Fax : _____

Authorized
Signature &
Company Stamp :

Workshop Fee*:

1 pax : RM 1590.00
2 pax & above : RM 1490.00
Early bird : RM 1490.00
(Paid before 25 October 2012)

* The investment includes lunch, refreshments and training materials.

All payment / cheque is to be made payable to:

ASIA BIGWAVE SDN BHD

OR

Direct Debit : Asia Bigwave Sdn. Bhd.
MAYBANK Account No : **5123 4350 5104**

Asia Bigwave Contact :-

Address:
11-2, Jalan Puteri 5/7, Bandar Puteri
47100 Puchong, Selangor Darul Ehsan,
Malaysia

Tel : 03 8062 7177 Fax : 03 8062 8477
Email : info@asiabigwave.com

For In-House Workshop, kindly email
your enquiry to
info@asiabigwave.com

Terms & Conditions

1. Upon receipt of a completed registration form, it confirms that the organization is registering for the seat(s) of the participant(s) to attend the training workshop.
2. Payment is required with registration and must be received prior to the event to guarantee the seat.
3. Payment has to be received 7 working days prior to the event date to confirm registration.
4. Payment is non-refundable if cancellation. However, a substitute is welcome at no additional charges.
5. Walk in participants with payment will only be admitted on the basis of seat availability at the event and with immediate full payment.
6. The organizer reserves the right to make any amendments and/or changes to the workshop, venue, facilitator replacements and/or modules if warranted by circumstances beyond its control.

For Office Use Only

Invoice Number:

Invoice Date:

Cheque Number: