

ADVANCED DIGITAL MARKETING AND SOCIAL MEDIA EVENTS FOR THE CONSTRUCTION INDUSTRY

FREE

to CITB NI registered employers. Please have your registration number available when booking.

£25 for non CITB NI registered attendees

Choose between an Interactive Webinar or Half Day Workshop (various dates)

Webinar:

Wednesday, 18 November 2020

Time – 10am-12noon

**BOOK
NOW**

**GoToWebinar
Format**

WEBINAR PROGRAMME

10:00am Welcome & Introductions

10:05am Webinar commences

Workshops:

Wednesday, 27 January 2021

Time – 9:15am-1pm

Wednesday, 5 May 2021

Time – 9:15am-1pm

**BOOK
NOW**

VENUE

CITB NI
17 Dundrod Road,
Crumlin
Co Antrim
BT29 4SR

WORKSHOP PROGRAMME

9.15-9.30am Registration, Tea & Coffee

9.30-9.45am CITB NI Products & Services

9:45am-1pm Workshop commences

Due to the ongoing situation with Covid-19, the venue or format of the event may change. CITB NI will endeavour to give as much notice as possible if any change arises. Notification will be via email.

Why attend?

Attendees will have the opportunity to develop their digital skills through these webinars and workshops, building on their current digital marketing knowledge. New concepts will be explained clearly using examples and throughout attendees will have the opportunity to apply these learnings to their own organisation.

Who should attend?

This workshop is suitable for Business Owners, Marketing Managers, Sales Managers and Brand Managers who are using digital marketing on a weekly or daily basis and want to develop their skills further so they can generate increased leads and business opportunities. This workshop is aimed at advanced level so previous experience of digital is required.

Content includes:

- ▶ **SEO** – Scoring your website SEO performance with tool and apps, plus taking actions on these findings / improving on-page SEO through keywords, meta tags and descriptions as well as image naming / Setting up Google Search Console and submitting your site map to Google / Creating keywords optimised blogs and articles / Essentials of writing blogs
- ▶ **Social Media** – Advanced features of Facebook Business Manager / Connecting Facebook and Instagram / How to use Facebook Ads Manager / Set up and implement the Facebook Pixel / Optimising Twitter, LinkedIn and Instagram / Video creation tools
- ▶ **Google Analytics** – Building advanced analytic reports / setting up event tracking
- ▶ **Google Ads** – how to reach new audiences through Pay-per-click and display advertising
- ▶ **Email Marketing** – Setting up Mail Chimp / developing email campaigns / creating your own email templates / reporting on email performance

Webinar format:

The webinar is delivered using the **GoToWebinar** platform. Once registered, you will receive an email with a **registration link** before the session to enable you to join the webinar. Participants will also be provided with demo video recordings to elements of the training that you can watch and replicate at home or the office in your own time and implement.

What will I need?

Webinar – If participating using your tablet or phone it would be desirable to have a second device available to be able to make the most of this interactive webinar workshop.

Workshops – It is advisable to bring a laptop, tablet or mobile phone to take part in the real time activities throughout the workshop.

Check out a video taster
for this session [here](#)



Workshop/Webinar Facilitator

Emma Gribben is a Digital Marketing Consultant, Trainer and Mentor. Awarded 'Digital Young Person of the Year', Emma is an accomplished digital marketing trainer and an accredited training partner to Google. Emma is also an accredited trainer for Facebook Digital Skills Programme and is a Facebook Certified Digital Marketing Associate and has mentored over 100 businesses in digital marketing to date. Emma has worked with companies designing social media workshops and webinars for clients such as Graham Group, Keystone Lintels, Ulster Bank, and many Northern Ireland council bodies.

CITB NI Employer Engagement Events and Webinars 2020/21

Business Improvement Webinars

Time: 10:00am-12noon

Date	Topic	Location	Click 'book now' to register
Wednesday, 30 September 2020	Interactive Introductory Digital Marketing & Social Media	Online	BOOK NOW
Wednesday, 21 October 2020	Legislative Changes Awareness Training	Online	BOOK NOW
Wednesday, 18 November 2020	Interactive Advanced Digital Marketing & Social Media	Online	BOOK NOW
Tuesday, 24 November 2020	Social Media for Autumn and Winter	Online	BOOK NOW
Wednesday, 2 December 2020	Canva Design for all things Online	Online	BOOK NOW
Tuesday, 8 December 2020	Boost your visibility through Google Ads: Display and PPC	Online	BOOK NOW

Business Improvement Events

Time: 9:15am-1:00pm

Venue for all events: CITB NI, 17 Dundrod Road, Crumlin, Co Antrim BT29 4SR

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Wednesday, 13 January 2021	Introductory Digital Marketing & Social Media Workshop	BOOK NOW
Wednesday, 27 January 2021	Advanced Digital Marketing & Social Media Workshop	BOOK NOW
Wednesday, 10 February 2021	Legislative Changes Awareness Training	BOOK NOW
Wednesday, 10 March 2021	Cyber Security & GDPR Awareness Training	BOOK NOW
Wednesday, 24 March 2021	BIM for Small Construction Companies	BOOK NOW
Wednesday, 14 April 2021	Introductory Digital Marketing & Social Media Workshop	BOOK NOW
Wednesday, 5 May 2021	Advanced Digital Marketing & Social Media Workshop	BOOK NOW
Wednesday, 19 May 2021	Cyber Security & GDPR Awareness Training	BOOK NOW
Wednesday, 2 June 2021	BIM for Small Construction Companies	BOOK NOW
Wednesday, 30 June 2021	Legislative Changes Awareness Training	BOOK NOW

For further information contact:



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Crumlin
Co Antrim
BT29 4SR

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Email: info@citbni.org.uk
Website: www.citbni.org.uk



Are you working in construction?

Construction employers working in Northern Ireland for 27 weeks or more are legally required to register with CITB NI. Registered employers can claim training grants, access our Mobile Training Unit, Virtual Training Facility VET360, scaffolding training and training support materials such as health & safety booklets, blueprint and online training directory. Find out about these and other services at www.citbni.org.uk

Click here to find out more about how to register.