

ADVANCED DIGITAL MARKETING & SOCIAL MEDIA WORKSHOPS FOR THE CONSTRUCTION INDUSTRY



Half day Workshop (two dates):

→ BELFAST

Date: Wednesday, 16 January 2019, 9:15am-1pm

Venue: Park Avenue Hotel, 158 Holywood Road, Belfast BT4 1PB

BOOK NOW

→ DERRY/LONDONDERRY

Date: Wednesday, 29 May 2019, 9:15am-1pm

Venue: Catalyst Inc, The Innovation Centre, Bay Road, Derry/Londonderry BT48 7TG

BOOK NOW

FREE

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

£25 for non CITB NI registered attendees

We spend nearly 2 hours per day on social media and more searches take place now on mobile phones than desktops or laptops.

That means we are always looking for new and interesting information, suggestions and recommendations. If your construction business is not using digital marketing to showcase your products and services, you will get left behind and overshadowed by your competitors. Harness the power of digital in this **half day workshop** aimed at businesses which have already started digital marketing but want to accelerate their learning, through practical and helpful insights, tools and tips.

Who is this workshop for?

This workshop is suitable for **Business Owners, Marketing Managers, Sales Managers and Brand Managers** who would like to use more digital marketing in their construction business and who have already established their digital marketing channels but want to learn more to get ahead online. **This workshop is aimed at advanced level so previous experience of digital is required.**

It is suggested that you bring a laptop, tablet or mobile phone to take part in the real time activities throughout the workshop.

What will I learn?

This workshop will cover:

- SEO: Scoring your website SEO performance with tool and apps | Conducting keyword research
- Social Media: Creating a range of content formats for social media including video | Setting up social media ads
- Google Analytics: Building advanced analytics reports | Setting up event tracking

- Content creation: Tools, tips and tricks to create attention-grabbing content
- Google Ads: Reaching new audiences through Pay-Per-Click and Display Advertising
- Email Marketing: Developing email campaigns | Email templates | Reporting on email performance using MailChimp

PROGRAMME

9:15-9:30am:	Registration, Tea & Coffee
9:30-9:45am:	Presentation on CITB NI Products and Services
9:45am-1pm:	Advanced Digital Marketing & Social Media Workshop

Workshop Facilitator

Emma Gribben is an international digital marketing trainer, mentor and consultant working directly with clients around the globe on digital marketing projects. Emma delivers digital marketing training for Google Digital Academy throughout Europe and is a trainer for the Google Digital Garage in the UK. Named as one of NI's Top 40 Under 40, Emma has worked with a vast range of clients such as Pandora, Electrolux and Vodafone amongst many other brands, agencies and SMEs.

CITB NI Business Improvement Events 2018/19

Programme of Events

Topics	Date	Venue	Click link below to Book
Tendering in the Public Sector Construction Market Workshop	Monday, 1 October 2018	CITB NI, Crumlin	<u>BOOK NOW</u> <u>£25*</u>
Introductory Digital Marketing & Social Media Workshop	Wednesday, 24 October 2018	Newcastle	<u>BOOK NOW</u>
GDPR and Cyber Security Awareness Training	Wednesday, 21 November 2018	Portadown	<u>BOOK NOW</u>
Advanced Digital Marketing & Social Media Workshop	Wednesday, 16 January 2019	Belfast	<u>BOOK NOW</u>
Recruiting Apprentices & Training Needs Analysis (for CITB NI Registered Employers only)	Wednesday, 30 January 2019	Derry/ Londonderry	<u>BOOK NOW</u>
Advanced Tendering - in Public Sector Construction*	Wednesday, 6 February 2019	Cookstown	<u>BOOK NOW</u> <u>£25*</u>
Introductory Digital Marketing & Social Media Workshop	Wednesday, 27 February 2019	Coleraine	<u>BOOK NOW</u>
GDPR and Cyber Security Awareness Training	Wednesday, 13 March 2019	Ballymena	<u>BOOK NOW</u>
Tendering in the Public Sector Construction Market Workshop	Tuesday, 7 May 2019	Belfast	<u>BOOK NOW</u> <u>£25*</u>
Recruiting Apprentices & Training Needs Analysis (for CITB NI Registered Employers only)	Tuesday, 25 June 2019	Omagh	<u>BOOK NOW</u>
Advanced Tendering - In Public Sector Construction	Wednesday, 5 June 2019	Portadown	<u>BOOK NOW</u> <u>£25*</u>
Advanced Digital Marketing & Social Media Workshop	Wednesday, 29 May 2019	Derry/ Londonderry	<u>BOOK NOW</u>

Please note there is a charge to all attendees of **£25** to attend the Tendering Workshops. Price includes lunch.

*These Workshops are not eligible for CITB NI Grant.

For further information contact:

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Events, unless otherwise stated, are open to non CITB NI registered companies but will incur a charge of £25.

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.

