

DIGITAL MARKETING & SOCIAL MEDIA WORKSHOPS



PORTADOWN & OMAGH – Book Now

Date: Wednesday, 21 February 2018, 8:45am-12:15pm
Venue: Seagoe Hotel, 22 Upper Church Lane, Portadown, Craigavon BT63 5JE

BOOK NOW

Date: Wednesday, 23 May 2018, 8:45am-12:15pm
Venue: Silverbirch Hotel, 5 Gortin Road, Omagh BT79 7DH

BOOK NOW

FREE

to CITB NI
registered employers

Please have your
registration number
available when
booking

£25

for non
CITB NI
registered
attendees

These interactive, example led workshops will empower construction professionals to be able to begin effectively marketing their businesses online or take their marketing to the next level.

Anyone that attends the workshop should leave with a clear understanding of the various options regarding digital marketing and social media. Attendees will also receive takeaway documents to help put into action everything they have learnt.

Attendees will benefit from having two experienced digital marketing professionals and at the close of the workshop attendees will have a full overview of the various digital and social media methods they can use to promote their construction business online.

All attendees will also receive:

1. Digital Strategy Template
2. Content Plan Template
3. Tips Checklist on Key Digital Channels

AGENDA

8:45am	Registration / Tea & Coffee
9:00am	Welcome & Overview of CITB NI's Products and Services
9:15am	Promoting your Construction business using Digital Marketing and Social Media Workshop – Part 1 <ul style="list-style-type: none">• Overview of Digital• Developing a Digital Strategy• Tips on each Digital Channel
10:15am	Break
10:35am	Promoting your Construction business using Digital Marketing and Social Media Workshop– Part 2 <ul style="list-style-type: none">• Developing a content plan for Social Media• Basic Introduction to Analytic Tools• Case Study Examples• Workshop
12:15pm	Close & Networking

Speaker Profiles

The training session will be conducted by Geoff Wilson and Suzanna Hall who both have extensive experience within the construction sector.

Geoff Wilson is the founder of Geoff Wilson Consultancy. Prior to setting up his own business Geoff was Head of Communications at the Irish FA – talking with press and broadcast on media related matters. Since setting up his own company, Geoff has experience working all over Ireland, UK and internationally educating others on marketing techniques and practices. Locally Geoff has experience working with several bodies including InterTradelreland, Invest NI, Tourism NI and Chartered Institute of Marketing. Within all of these bodies Geoff has experience supporting companies within the construction sector.

Suzanna Hall is the founder of If Consulting and Marketing, a marketing agency specialising in the B2B sector, one of the only of its kind in Ireland. Prior to setting up If Consulting, Suzanna gained extensive experience working as the Sales and Marketing Manager for a Civil Engineering firm – Amelio Utilities. Suzanna has supported over 100 businesses largely in the construction, engineering, law and accountancy sectors all across Ireland. These companies are anything from one man bands up to large multi-national companies. Suzanna works with companies to provide return on investment especially with digital and social media marketing.

CITB NI BUSINESS IMPROVEMENT EVENTS 2017/18

Programme of Events

Topics	Date	Venue	Book Now
Tendering in the Public Sector Construction Market Workshop (in partnership with InterTradelreland)	Monday 13 November 2017	CITB NI, Crumlin	<u>BOOK NOW</u> <u>£25*</u>
Digital Marketing & Social Media Workshop	Wednesday 21 February 2018	Seagoe Hotel, Portadown	<u>BOOK NOW</u>
Tendering in the Public Sector Construction Market Workshop (in partnership with InterTradelreland)	Friday 23 February 2018	Innovation Centre, Derry/Londonderry	<u>BOOK NOW</u> <u>£25*</u>
Credit Control & Cyber Security	Wednesday 21 March 2018	CITB NI, Crumlin	<u>BOOK NOW</u>
Recruiting Apprentices and Training Needs Analysis** (in partnership with InvestNI)	Wednesday 18 April 2018	Canal Court, Newry	<u>BOOK NOW</u>
Recruiting Apprentices and Training Needs Analysis** (in partnership with InvestNI)	Wednesday 25th April 2018	Lodge Hotel, Coleraine	<u>BOOK NOW</u>
Digital Marketing & Social Media Workshop	Wednesday 23 May 2018	Silverbirch Hotel, Omagh	<u>BOOK NOW</u>
Tendering in the Public Sector Construction Market Workshop (in partnership with InterTradelreland)	Friday 15 June 2018	Canal Court, Newry	<u>BOOK NOW</u> <u>£25*</u>
Credit Control & Cyber Security	Wednesday 20 June 2018	Everglades Hotel, Derry/Londonderry	<u>BOOK NOW</u>
Tendering in the Public Sector Construction Market Workshop (in partnership with InterTradelreland)	Monday 1 October 2018	CITB NI, Crumlin	<u>BOOK NOW</u> <u>£25*</u>

Please note there is a charge of £25* to attend the 'Tendering in the Public Sector Construction Market' Workshop. All other events are **FREE** to registered employers and £25 for non CITB NI registered attendees.

*not eligible for CITB NI Grant

**Only CITB NI registered employers eligible to attend

Refreshments will be provided on arrival.

For further information contact:

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Co Antrim BT29 4SR
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Email: info@citbni.org.uk
Website: www.citbni.org.uk



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registered employers

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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. To find out more about how to register log on to <http://www.citbni.org.uk/Test-Page/Registration.aspx>