

INTRODUCTORY DIGITAL MARKETING & SOCIAL MEDIA WORKSHOPS FOR THE CONSTRUCTION INDUSTRY



Half day Workshop (two dates):

→ NEWCASTLE

Date: Wednesday, 24 October 2018, 9:15am-1pm

Venue: Slieve Donard Resort & Spa, Downs Road, Newcastle BT33 0AH

BOOK NOW

→ COLERAINE

Date: Wednesday, 27 February, 9:15am-1pm

Venue: Royal Court Hotel, 233 Ballybogey Road, Portrush BT56 8NF

BOOK NOW

FREE

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

£25 for non CITB NI registered attendees

We make 3.5 billion searches each day which is no wonder when we take into account that there are 647 million internet users in Europe alone. 42 million of us use social media here in the UK, so harnessing the opportunities from digital marketing is an important opportunity for your construction business.

With so many digital channels to choose from, getting started can seem intimidating. In this workshop we will identify the top opportunities in digital marketing, giving you practical tools and tips to get started.

Who is this workshop for?

This workshop is for **Business Owners, Marketing Managers, Sales Managers and Brand Managers** who would like to use more digital marketing in their construction business. **All content is pitched at an introductory / beginner level.** You do not need any previous experience in digital marketing to attend.

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

What will I learn?

This course will cover:

- Digital Strategy; Choosing the best digital marketing channels for your business
- SEO: How to get found online, setting up Google My Business, practical tools to test where your website needs improved
- Social Media: Getting started on Facebook, Twitter, LinkedIn and Instagram, creating content for social media (images, videos, GIFs, animated posts)

- Email Marketing: Getting started with MailChimp and building an email list
- Analytics and Reporting: A look at the digital marketing tools you can use to track performance

PROGRAMME

9:15-9:30am:	Registration, Tea & Coffee
9:30-9:45am:	Presentation on CITB NI Products and Services
9:45am-1pm:	Introductory 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	Wednesday, 27 March 2019	Belfast	<u>BOOK NOW</u> <u>£25*</u>
Recruiting Apprentices & Training Needs Analysis (for CITB NI Registered Employers only)	Wednesday, 10 April 2019	Omagh	<u>BOOK NOW</u>
Advanced Tendering - In Public Sector Construction	Wednesday, 8 May 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.

