



‘On line’ Social Networking for Business
on Thursday 28th January - 6.30 pm for 7.00 pm
at City Inn, Brindleyplace, Birmingham
plus
New Members’ evening

SOCIAL NETWORKING such as Twitter, LinkedIn and Facebook has grown significantly in the last year. **What’s your view - a waste of time or business opportunity?** Right now professional businesses are winning work from Twitter and LinkedIn. Facebook is being used in place of traditional advertising yet a few years ago to communicate with customers you picked up the phone or wrote a letter. Winning business today involves digital marketing and the ways to have those conversations has changed.

This WiBA event will share secrets on digital marketing tools and how they can generate business for you. Find out if Facebook is essential for your business, why LinkedIn is your online case study site and whether or not to tweet.

This event is great for those that have not yet adopted digital techniques as well as those who have explored social networking, but want to know more.

ANNMARIE HANLON is a Fellow of the Chartered Institute of Marketing and a member of the Marketing Institute of Ireland. She is the Consultancy Director of Economie (www.economie.net), an independent marketing company that provides expert marketing advice. Over the past 20 years she has worked with 200+ companies and is the author of Quick Win Marketing and Quick Win Digital Marketing.
plus NEW Members’ evening

This is also an evening to showcase WIBA to a colleague you think would gain value and enjoyment from becoming a member. With established members attending to share knowledge and experience and a great **wine and buffet meal** this makes **for easy networking** for you and potential new members.

I would like to book _____ place(s) for **Social Networking for Business on 28th January 2010** and wish to pay by BACS/enclose my cheque made payable to **“Women in Business Association”**. Members £18.00 per ticket and guests £26.00 per ticket. Please note refunds are not paid on cancellations made less than 7 days before the event

Name: _____ **Guest(s):** _____

Company: _____

Email: _____ **Tel No:** _____

Please return this slip together with your cheque by 7th January 2010 to Teresa Ahern, Administrator, Women in Business Association, 33 Brandon Road, Hall Green, Birmingham, West Midlands, B28 8DX
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