



How to market through Social Media

26 January 2012, Mint Hotel, Brindleyplace, Birmingham
6.30pm for 7.00pm

Many of us use Twitter, Facebook and LinkedIn – but are we using them effectively? And what happens when it all goes wrong?

Annemarie Hanlon is the founder of Evonomie Ltd who specialise in providing expert impartial marketing advice. Annemarie returns to WiBA to explain how Social Media can be a hugely influential part of an effective marketing strategy. She will also demonstrate how to avoid mistakes that can not only be embarrassing, but also have serious legal implications. With her help we can confidently use social media to engage existing and potential contacts.

As this is our first event of 2012 it will also be our New Member Evening and we invite you to bring colleagues at the member rate to try WiBA for themselves – and see how mixing business with pleasure in our stimulating environment is an opportunity to meet like-minded individuals and enhance their professional profile.

After the event we will have the opportunity to relax and socialise over a two course meal, including a complimentary glass of wine or soft drink prepared by the team of award-winning Chefs who skilfully and carefully prepare food from locally sourced, quality ingredients to give customers the very best of what's in season.

The event will be preceded by an informal networking opportunity. This really is the ideal opportunity to make new (or catch up with past) contacts in a friendly environment – please do join us.

I would like to book _____ place(s) for the Social Media event on 26 January 2012 and enclose my cheque made payable to "Women in Business Association". The event costs £18 for members and a special rate of £18 for guests.

Please note refunds are not paid on cancellations made less than 8 days before the event. Any person who books but doesn't turn up will be charged.

Name: _____

Guest(s): _____

Company: _____

Email: _____

Tel: _____

Please return this slip together with your cheque by no later than **4pm** on **20 January 2012** to Jane Hickman t/a V A Extra, 11 Croft Road, Birmingham B26 1SG

Tel: 0121 784 8627

E-mail: info@vaextra.co.uk

Website: www.wiba.co.uk

Booking terms and conditions

Booking forms should be sent with payment prior to the event - payment deadlines and contact details are provided above.

Receipt of your booking whether by email or post indicates acceptance of liability to pay the attendance fee irrespective of whether you attend the event. We can accept payment by cheque or bank transfer.

Please note that refunds are not paid on cancellations made less than 8 days before the event. Wiba reserves the right to refuse admission if payment is not received prior to an event.

Important notes: The booking constitutes a legally binding contract. It may be necessary for reasons beyond WiBA's control to change content, timings, speakers, date or venue of an event. Whilst every effort will be made to prevent this, in the unlikely event of a meeting being cancelled, WiBA will make a full refund but disclaim any further liability. Please note that payment must be made in full at time of booking.