

**Social media training workshop**

**“Driving growth through effective social media use”**

**Thistle Marble Arch Hotel, London  
12th July 2012**



**[www.pharmaphorum.com](http://www.pharmaphorum.com)**

## “Driving growth through effective social media use”

A one-day workshop to cover the essentials of effective social media use for business growth (course also available in-house for select clients, enquire for details):

**9.30 Welcome and introductions**

- Introductions
- Views on social media / desired outcomes

**10:00 Why is social media important in business?**

- Defining the 'social turn' in business: from promotion to trust-based influence
- The future of social media
- Examples of effective social media use

**10:45 Fundamentals of social media strategy**

- Redefining marketing 101: who, why, what and how
- The fundamentals of listening, active monitoring and engaging
- Interpreting the dynamics of social media channels
- Identifying influences, connectors, tribes and ambassadors

**11:30 Morning break**

**11:45 The role of social media in your business**

- Who are you trying to reach and why?
- What are you currently doing with traditional / other digital media?
- How can social media link with traditional media?

**12:30 Lunch break**

**13:30 Social media channels**

- Social websites, blogs and forums
- Major sharing tools, e.g. Twitter, Facebook, LinkedIn, YouTube and Google+
- Social bookmarking
- Emerging channels

**15:00 Afternoon break**

**15:15 Building your social media strategy**

- Defining internal social media leaders
- Planning for building a loyal following
- Tips and tricks
- Measuring success

**16:00 Implementing your social media strategy**

- Legal issues / regulations
- Establishing internal processes
- Providing clear guidance
- Crisis management

**16:45 Questions and next steps**

**17:00 Close**

## “Driving growth through effective social media use”

### Benefit from our personal experience:

- ✔ Workshops and additional consulting led by Dr Paul Tunnah, Founder and Managing Director of pharmaphorum, who has used social media to build a strong pharma brand.
- ✔ Direct experience of using social media for effective business growth – zero to 3,500 organically grown Twitter followers in two years and a global audience and network of partners.
- ✔ pharmaphorum has now published over 500 thought leadership articles by external providers, collaborated with more than 50 event companies to form media partnerships on over 1,000 events and published over 40 insight interviews on YouTube with senior industry and service side executives.
- ✔ Now almost 15,000 unique visitors on the site every month from across the globe, with Google giving the site a “Page Rank” of 6, higher than many long-established pharma sites and ensuring content often appears in the first few pages of results.
- ✔ Extensive networks with other social media advisors, both within healthcare and cross-industry, to keep abreast of new developments, strategies and channels.
- ✔ pharmaphorum content / social media posts followed and regularly shared by the major global pharma companies and service providers.



## “Driving growth through effective social media use”

### Course Registration Form

Please complete to confirm your booking and allow invoicing  
Thistle Marble Arch, Bryanston Street, London W1H 7EH – 12<sup>th</sup> July 2012

Dr/Mr/Mrs/Miss/Ms:

First Name:

Family Name:

Role:

Department:

Company:

Address:

Country:

Tel No:

Fax No:

Email:

### Course costs and payment terms

Fee: £350

VAT @20%: £70

Total (incl. VAT): £420

#### Programme alterations

It may be necessary for reasons beyond the control of pharmaphorum to alter the content/timing of the programme and/or the identity of the speakers. Guest speakers may be invited to add their expertise for select components.

#### Course cancellation by pharmaphorum

In the unlikely event of the Course being cancelled, registration fees will be fully refunded. pharmaphorum does not accept liability for any other costs.

#### Delegate Cancellation

42 days or more before the Course – full fee refunded. 22-41 days before the Course – half fee payable. Within 21 days of the date of the Course – full fee payable. Delegates who fail to attend the Course – full fee payable. A substitute delegate may attend the Course without penalty. Cancellations can only be accepted in writing. **Please note: This cancellation policy will apply regardless of the circumstances surrounding the cancellation, e.g. illness etc. and no exceptions will be made.**

#### PLEASE FAX OR MAIL THE COMPLETED REGISTRATION FORM TO:

Rachel Sharpe, pharmaphorum media, 32 Station Approach, West Byfleet, Surrey KT14 6NF England UK

Telephone: (+44) 1932 797992 Fax: (+44) 1932 341472 e-mail: [rachel@pharmaphorum.com](mailto:rachel@pharmaphorum.com)

## “Driving growth through effective social media use”

### Testimonials from attendees:

**Operations Manager,  
Quality Staffing Services Company**

*“I was pleasantly surprised as to how informative the social media workshop was. Although my field is not pharma I found the workshop to be both insightful and valuable. It is a credit to pharmaphorum to have created a workshop that was comfortably interactive and thought provoking.”*

**Community and Consumer Marketing Manager,  
Speciality Pharmaceutical Company**

*“Thanks for a very insightful day at the recent social media workshop. Full of input to developing the strategic plan required and lots of hints and tips regarding the tactical aspects of managing social media. Would really recommend the workshop to anyone looking to implement social media into their marketing plans.”*

**General Manager,  
Professional Training & Coaching**

*“This was an excellent course, in plain English. No need to fear 'social media' now.”*

**Digital Marketing and Design Associate,  
Digital Recruitment Company**

*“Had a great day - very informative and interactive. Would thoroughly recommend.”*

**Corporate Business Manager,  
Leading Biotechnology Company**

*“A really interesting workshop covering everything from the various social media channels and driving growth, through effective use of social media to implementation of social media policy. As with all workshops, the day was enhanced by everybody who attended and contributed to the discussions. Thanks to Paul and the pharmaphorum team for a great day!”*

For further testimonial information please visit our [LinkedIn company page by clicking here](#).