

The Efficient Exec's Guide to Social Media

A Workshop with Ray Poynter



Not everybody wants to be a social media whiz, not everybody has the time to get to grips with social media, but most people in business know they need to access the benefits of social media, in order to avoid being at a disadvantage. For this large group of people we have designed the Efficient Exec's guide to social media



This workshop shows you how to obtain 80% of the value of social media, whilst only putting in 20% of the effort of the social media fan. Find out how you can get the most from Twitter and LinkedIn, and find out why most Efficient Exec's should avoid FourSquare, Facebook games, Flickr, and Digg.

The workshop covers:

- An overview of social media and how it is impacting businesses, organisations, and the people within them, including a handy lexicon of what is currently hot in social media.
- The key social media steps that any exec needs to deal with in order to avoid being left behind by those who are accessing social media tools and services.
- How to use social media to answer questions and source information, including the use of Google Insight, LinkedIn groups, and Twitter.
- A review of social media in terms of Green (stuff you need to do), Amber (optional things, you may want to do some off), and Red (stuff the Efficient Exec should avoid).

The workshop is a mixture of taught material and interaction, ensuring that the material is situated in the context of your organisations experiences and needs.



About Ray Poynter

Ray Poynter is the author of The Handbook of Online and Social Media Research, the Data Analysis and Advanced Data Analysis modules for the University of Georgia's Principals of Marketing Research course, and the Main Developments and Trends chapter in the ESOMAR Market Research Handbook.

Ray is widely recognised as a leader in the area of social media and its utilisation by organisations. Ray is the organiser and driving force behind NewMR.org, a collaborative venture that aims to co-create the future of market research.

Ray has held director level appointments with The Research Business, Sandpiper, IntelliQuest, Millward Brown, and Virtual Surveys and now runs The Future Place, a thought leadership consultancy based in Nottingham with a global clientele, with private and public sector clients and running a number of events for trade bodies such as ESOMAR, the Canadian MRIA, and the Australian AMSRS.

Costs

For workshops in the UK the cost of a half-day workshop is £1650 + VAT, plus out of pocket expenses (travel and if necessary accommodation) - note there are discounts for trade bodies (25%) and the public sector (25%).

For workshops outside the UK the costs are usually higher, reflecting the time lost in travelling to and from the event. However, if multiple workshops are booked there may be scope to discuss these costs further.

To check dates and/or to book a course ring Ray on +44 (0)7540 725925 or email me on ray.poynter@thefutureplace.com

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